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BODEK AND RHODES CELEBRATES ITS 70TH ANNIVERSARY OF FAMILY-BUSINESS SERVICE

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, is celebrating its seventieth anniversary all through 2009 with events for customers across the country.

The company has already held events at two of its locations to kick off the 2009 celebration, with hundreds of customers attending each: FedEx showcased its actual #11 NASCAR stock car at the Bodek and Rhodes Philadelphia headquarters, and customers were treated to an open house at the Norton, MA location featuring tours, a new product sneak-peek and a meet-and-greet at the company's 1-hour pick-up showroom.

"And that's just the beginning," says Mike Rhodes, president. "We're going to have continuing events all through 2009. Plus, our biggest gift to the customer is our new product lineup. In the largest product expansion in our history, we've added more than two hundred new styles – all in categories our customers have asked for including performance apparel from adidas Golf and Gemline bags."

Founded in 1939 by friends Ed Bodek and Harry Rhodes in a basement in Philadelphia, the company has since grown to include five warehouses nation-wide and more than 450 employees. Today, the family tradition continues with Harry's grandsons Mike, president, Hal, vice president, and their brother-in-law, Scott Seigal, vice president of sales.

"This company was founded on the idea people deserve to be treated like family. And that comes from the top down," says Mike Rhodes. "We strive every day to treat our team members here like family, and in turn, they pass that same feeling on to every one of our customers."

In testament to how the company treats employees, Rhodes points to the fact that almost half their employees have been with the company more than eight years, more than a third total ten years' service or more, and many have celebrated a twenty-year anniversary with the company.

"There's an impressive family atmosphere that people enjoy, and all that dedication and experience gets passed right on to our customers with the kind of service you can only get from a family business," says Rhodes with a smile.

Bodek and Rhodes is a family-owned business headquartered in Philadelphia, PA with distribution centers in Philadelphia; Niles, MI; Fresno, CA; Orlando, FL and Norton, MA. More information on Bodek and Rhodes and their full line of apparel and accessories is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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