

FOR IMMEDIATE RELEASE
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PERFORMANCE APPAREL LEADER BODEK AND RHODES ADDS OVER 100 NEW BADGER SPORT STYLES

PHILADELPHIA, PA—Bodek and Rhodes, one of the nation's leading wholesalers of imprintable activewear, has expanded their line to include nearly one hundred and fifty styles from the athletic performance brand, Badger Sport. This addition of more than 100 styles comes as a mid-year addition to help decorators be even more proactive with the recession-proof team sports market.

"Performance wear is a big market for a lot of our customers," says Mike Rhodes, president. "And with Badger, we now offer a huge variety of athletic styles that actually helps our customers increase their marketability. With Badger, it's not just team tees and fleece, but coordinating tops and bottoms plus on-the-field wear like football pants and jerseys for a wide range of sports."

The new styles, all available at the Bodek and Rhodes website with real-time inventory, include athletic and performance apparel ranging from youth to ladies' and men's styles to offer the most to any organization. Badger also adheres to standards established by the Sporting Goods Manufacturing Association (SGMA) to ensure color consistency across product lines and categories.

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

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Bodek and Rhodes

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