

FOR IMMEDIATE RELEASE
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BODEK AND RHODES ADDS FOUR NEW BRANDS, CONTINUES AS INDUSTRY LEADER

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, will include four new brands of apparel in its 2010 catalog, to be released in November. With the release of their annual catalog well in advance of beginning of yearly promotions programs, Bodek and Rhodes will offer a total of thirty-eight brands, more than any other national wholesaler.

Already known for their extensive performance apparel with brands such as UltraClub, adidas, Badger Sport and TaylorMade, the company continues to expand on the growing trend with athletic-centered Champion and the preferred choice of many outdoor enthusiasts, Timberland.

"We're already known as a leader in t-shirts and corporate apparel," said Mike Rhodes, president. "But one of our biggest goals this year is to be our customer's leading performancewear apparel supplier as well. So, in addition to adding the entire collection of Badger, we have diversified our performance line-up with brands like Champion and Timberland which offer comfort, function and audience-specific benefits that perform for our ultimate users."

In addition to Champion and Timberland, Bodek and Rhodes will also offer styles from Code V camouflage T-shirts and fleece, and Rabbit Skins infant and toddler apparel.

"What you'll see from us at Bodek and Rhodes next year are three messages," notes Mary Ellen Pahlka, Director of Marketing Communications. "One, that we are the athletic performance champions in the marketplace. Two, we are the basic brands leaders, carrying every single style, size and color of Gildan, Anvil, Badger and Comfort Colors (Chouinard). And finally, that we are still the Big Brands leader with 38 brands nationwide ... more than any other national wholesaler. And we will be developing marketing tools and educational programs to help our customers convey these power messages to THEIR customers."

Bodek and Rhodes is headquartered in Philadelphia, PA, with distribution centers in Philadelphia, PA; Niles, MI; Fresno, CA; Norton, MA; and Orlando, FL. More information on the company, its full line of wearables and how to order your 2010 catalogs is available at www.BodekandRhodes.com.

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Bodek and Rhodes

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