

FOR IMMEDIATE RELEASE
March 1, 2010
Contact: Mary Ellen Nichols
1-800-877-9911 ext. 1014

BODEK AND RHODES TEAMS WITH ADIDAS FOR SPRING-TIME SAVINGS AND DINING DOUGH OFFER

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, announced its partnership with apparel and accessories manufacturers adidas and TaylorMade for a two-month-long promotion offering \$25 Dining Dough certificates to customers for every twelve pieces purchased of the two, well known athletic brands.

Bodek and Rhodes customers are eligible to earn \$25 in Dining Dough (www.diningdough.com) for every dozen pieces of adidas or TaylorMade merchandise purchased. Orders can accumulate over the promotion period. Customers can then use the Dining Dough website to redeem the certificate at thousands of participating local restaurants or with select online retailers for flowers, fruit baskets, cookies, seafood, barbecue, coffee or even spa certificates.

In addition to the incentive offered with the Dining Dough certificates, Bodek and Rhodes is offering special savings on adidas items, including \$1 off all adidas clothing, through March and April.

According to Mike Rhodes, president, "We're thrilled not only to be teaming with adidas and TaylorMade, two of the hottest performance lines in the market today, but also to be able to offer this incentive to all our customers, no matter how large their order. That, and the savings are our way of thanking them for their loyalty to the Bodek and Rhodes family."

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, the Dining Dough incentive and their adidas and TaylorMade lines is available online at www.BodekandRhodes.com/diningdough/.

###

Bodek and Rhodes

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114
Locations: Pennsylvania | Michigan | California | Florida | Massachusetts
800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com