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BODEK AND RHODES SELECTED MID-YEAR AS EXCLUSIVE NATIONAL WHOLESALER OF NEXT LEVEL

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading national wholesalers of imprintable activewear, recently announced the addition of the brand Next Level to its already extensive offerings of thirty-eight brands. The company, as the only national wholesaler of these contemporary fashion tees through 2011, will carry thirteen fashion-focused styles, including men's, ladies' and girl's tees, and long-sleeve thermal.

Already well known as a leader in athletic and professional performance apparel, Bodek and Rhodes continues to expand their catalog to offer even more to their customers, says Mike Rhodes, president. "Next Level focuses on the young, contemporary market, giving our customers comfortable, super-soft apparel in modern, youthful fashion at a great price point."

While the company traditionally changes its brands line-up at the end of the year with a new catalog, Next Level was added mid-year to give customers the best opportunities to sell, according to Rhodes. "Next Level is already a very popular brand for concerts and summer-time events, and by introducing this brand right now, we hope our customers can take advantage of the style for the season. And we'll be adding even more styles next year."

Not only does Next Level promise to deliver today's fashion with value, but the brand also has additional appeal for a wider audience, according to Mary Ellen Nichols, Director of Marketing Communications: "Next Level is buttery soft and what really makes it unique is that it's designed for fashion while at the same time being made to flatter more silhouettes.

"It's more generously cut than other young brands," she continues. "Plus, the color offerings are exceptional. The designers really understand the market, and we see this as a natural compliment to our brands, strengthening even more our position as 'Top T-shirt Company' in the industry."

The addition of Next Level gives Bodek and Rhodes thirty-eight brand choices for their customers, more than any other national wholesaler. 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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