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BODEK AND RHODES STAKES CLAIM TO YOUNG CONTEMPORARY MARKET WITH THREE NEW BRANDS

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, introduced three new brands of apparel in its 2011 catalog. With the addition of J. America, Robinson and Next Level, Bodek and Rhodes offers 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 Champion the company is now expanding into other youth-oriented apparel to place them at the edge of serving the young fashion market.

Next Level, a contemporary, fashion-fit line, was added to the company's offerings mid-year in 2010 and has seen such a success that the company added even more styles for a major offering in 2011. "We're absolutely thrilled about being the exclusive national wholesaler of Next Level," says Mary Ellen Nichols, Director of Marketing Communications. When asked what unique benefits Next Level offers to distributors, she says, "The quick answer is this: Next Level is soft as butter, made with quality construction, fits America better, and is priced better than anyone expects."

Nichols then elaborates with a lengthier answer that explains how the brand is created specifically to cater to a young market with sexy, chic styling and fashion-bright colors and has been a huge hit already at concerts and colleges across the country. Specifically, she highlights the ladies' styles like the "Boyfriend Tee" – "How many women love wearing their boyfriend's cozy t-shirt? Next Level makes one that fits the woman's body, but has the sleeve length that matches their boyfriend's."

To offer a wider array of styles to compliment their Next Level products, Bodek and Rhodes also added J. America and Robinson to their catalog. Both expand on the young-fashion market with J. America styles including distressed Henley thermals, vintage fleece and even a sport lace hooded fleece with interchangeable colored laces to match school colors.

As J. America offers warmer outerwear, Robinson apparel focuses on underwear and sleepwear. With styles including boxer shorts and flannel pajama pants, Robinson features both youth and adult sizes.

Bodek and Rhodes is headquartered in Pennsylvania, with distribution centers in Philadelphia, PA; Fresno, CA; Orlando, FL; Norton, MA; and Niles, MI. More information on the company, its full line of wearables and how to order your 2011 catalogs is available at www.BodekandRhodes.com.

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Bodek and Rhodes

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