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SOCIAL SHARING BOOSTS WEBSITE TRAFFIC WITH BODEK AND RHODES' APPAREL DESIGN STUDIO™

PHILADELPHIA, PA— Bodek and Rhodes, a national wholesaler of imprintable activewear and accessories, continues to lead the industry with technology innovation to help their customers market and promote themselves. After introducing the first, complete virtual sample tool with the Apparel Design Studio, Bodek and Rhodes has now expanded the program to allow users to post samples and their own designs through popular sites such as Facebook, Twitter, and MySpace.

“Enabling social sharing through sites like Facebook and Twitter essentially creates free advertising for our customers,” says Rich Carter, the website’s developer. “Anything created and posted from our customer’s Apparel Design Studio links back to their website. This can create a huge amount of visibility and potential new business for our customers!”

The web-based Apparel Design Studio allows Bodek and Rhodes customers to add logos and artwork to any style, add customized text, or create their own design from a comprehensive library of ready-to-print fonts and images, such as animal mascots and sports illustrations. With the Studio, customers can also to email customized virtual samples to clients, create product spec sheets, and save and download the final high-resolution art.

Now, with the click of the mouse, customers can share those designs on many of the most popular social networking sites.

Social networking allows decorators and promotional products resellers an opportunity to interact more personally with their clients and prospects. The Bodek and Rhodes Apparel Design Studio now takes advantage of the power of user-generated content and network marketing to drive further sales and website visits.

The Apparel Design Studio is available free to Bodek and Rhodes’ customers with a web log in at www.bodekandrhodes.com/appareldesignstudio.

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, their full line of apparel and accessories, and the new Apparel Design Studio is available online at www.BodekandRhodes.com and at facebook.com/bodekandrhodes.

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