

FOR IMMEDIATE RELEASE
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BODEK AND RHODES, JERZEES OFFERING 26 FREE IPAD 2s IN OCTOBER

PHILADELPHIA, PA—Bodek and Rhodes, a leading wholesaler of imprintable activewear, announced their partnership with apparel manufacturer JERZEES for a month-long promotion giving away a free iPad 2 every business day, plus an extra drawing once a week through the month of October.

The JERZEES iPad 2 sales incentive runs through the month of October and offers a free Apple iPad 2 to each day's highest online total order of JERZEES products from BodekandRhodes.com. In addition to the daily incentive, all accounts that purchase JERZEES from the website during the week are automatically entered in a random weekly drawing for a chance to win an iPad 2, regardless of order size. All JERZEES styles are available from BodekandRhodes.com and are eligible for participation in the promotion.

The acclaimed Apple iPad 2 combines cutting-edge technology with a sleek design to represent the interactive offerings of Bodek and Rhodes, says Director of Marketing Communications, Mary Ellen Nichols. "The iPad 2 has everything in one convenient spot—web browsing, mail, an e-reader, music, movies and tons of apps. We're giving away 26 of these hot gadgets because it symbolizes how Bodek and Rhodes is leading the industry in helping our customers interact with their suppliers and also with their clients."

Nichols goes on to cite that the company's website offers real-time inventory at five warehouses nationwide, personalized delivery-time estimates, and promotional and sales tools including the brand-new Apparel Design Studio™ ("the industry's first, complete virtual sample program"). The website also offers more than three dozen styles of JERZEES, including tees, fleece and polos for men, ladies and youth.

Recently, Bodek and Rhodes introduced a number of technology-based benefits its customers can use with an iPad 2, including a complete digital catalog with no mention of the company, a Twitter feed, a new blog, and a Facebook page where industry experts offer up news, sales advice, marketing tips, and behind-the-scenes education.

Bodek and Rhodes is 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 online promotion and their full offering of JERZEES products is available online at www.BodekandRhodes.com or at facebook.com/BodekandRhodes.

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Bodek and Rhodes

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