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Contact: Mary Ellen Nichols  
1-800-877-9911 ext. 1014

## BODEK AND RHODES CONTINUES AS HOUSE OF BRANDS WITH FIVE NEW BRANDS FOR 2012

**PHILADELPHIA, PA**—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, is introducing five new brands of apparel in its 2012 catalog, scheduled to ship to customers in January. With addition of Dickies, Hyp, Colortone, C2 Sport, and Storm Creek, Bodek and Rhodes is expanding its line to include more variety and a total of 39 labels. Also included in the 2012 catalog will be LAT, a collection of styles previously available as web-exclusives.

"We're looking to fill every little need our customers and their clients have," says Mike Rhodes, president. "With these five new brands we're adding, we're helping give the perfect choices in uniforms, bags, tie-dyes, athletic basics, and jackets."

Bodek and Rhodes was already known as a provider of extensive performance apparel, including UltraClub Cool & Dry, adidas, Badger Sport, and Champion. Then, last year's successful extension into fashion-forward apparel with brands such as Next Level and J. America, helped place them at the edge of serving the young, contemporary fashion market. Now, with the addition of these five new brands, Bodek and Rhodes continues to expand its variety of offerings with a mixture for everyone.

Bodek and Rhodes is headquartered in Pennsylvania, with distribution centers in Philadelphia; Niles, MI; Fresno, CA; Norton, MA; and Orlando, FL. More information on the company, its full line of wearables and how to order the new 2012 catalogs is available at [www.BodekandRhodes.com](http://www.BodekandRhodes.com). Bodek and Rhodes is also at Facebook. [www/BodekandRhodes](http://www.BodekandRhodes.com) and on Twitter as [@bodekandrhodes](https://twitter.com/bodekandrhodes).

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*Bodek and Rhodes*

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114  
Locations: Pennsylvania | California | Florida | Massachusetts | Michigan  
800.523.2721 | Fax: 800.531.9626 | [www.BodekandRhodes.com](http://www.BodekandRhodes.com)