



RUSSELL ATHLETIC CREATES NEW IPAD CUSTOMIZATION UNIFORM BUILDER APPLICATION

iPad App Now Available for Download in the iTunes App Store

BOWLING GREEN, KY (April 24, 2011) – Russell Brands, LLC, today announced the launch of the Russell Athletic brand’s uniform builder application for iPad, a mobile interface that allows coaches, athletic directors and sports enthusiasts to create and save unique uniform designs on the go. The application, which is free and one of the first of its kind for team sports, was developed to allow users to work on uniform combinations anywhere with the same capabilities as a web-based version.

“We believe this technology will serve as a major asset to individuals with interest in customized apparel at any level of play,” said Gary Barfield, executive vice president, Russell Brands, LLC. “Russell offers one of the few uniform applications available on a mobile device, with a comprehensive selection of sport, design and color. We are very excited to provide our customers with more access to our products and offerings than ever before while encouraging creativity.”

In addition to allowing users to customize team uniform styles and colorways, the app also provides users the ability to save uniform configurations to a personalized “locker room” from which they can email styles directly from the application. Also, new styles and uniform models are frequently updated to the app in real time.

To download and view more information about the app, please visit <http://itunes.apple.com/us/app/uniform-builder/id506157095?mt=8>.

To learn more about Russell Athletic’s products visit RussellAthletic.com or facebook.com/russellathletic.

About RUSSELL ATHLETIC

For more than 100 years, Russell Athletic, a division of Russell Brands, LLC, has supplied America’s athletes and teams with the latest innovations to help them perform at their best and is a leading supplier of team uniforms at the high school, college and professional levels. Russell Athletic’s collegiate licensed products and athletic wear are broadly distributed and marketed through department stores, sports specialty stores, retail chains and college bookstores. For more information, please visit www.RussellAthletic.com.

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