



## **RUSSELL ATHLETIC AND OHIO UNIVERSITY ENTER INTO 5 YEAR PARTNERSHIP**

*Russell Athletic to be Exclusive Outfitter for OU Uniforms and Apparel*

**BOWLING GREEN, KY (XX, 2012)** - Russell Brands, LLC, today announced the renewal of the Ohio University sponsorship agreement. Russell Athletic will continue to be the official team uniform and apparel outfitter of Ohio University Athletics for 5 additional years.

The sponsorship agreement notes that Russell Athletic will be the exclusive sponsor of all Ohio University teams as to the apparel, ball, accessory and other items associated with OU athletics. The new deal continues the relationship the two organizations already have, which dates back to 2006.

“Ohio University has a rich athletic history and Russell Athletic is thrilled to be aligned with such a distinguished university,” said Gary Barfield, executive vice president, Russell Brands, LLC. “To be part of the OU family is an honor and we can’t wait to cheer on the Bobcats for years to come.”

As part of the sponsorship deal Russell Athletic will also have a strong presence throughout campus with a number of permanent signs appearing in the arena, stadium and other team venues. Additionally the deal also includes in-stadium commercials and announcer live reads.

### **About RUSSELL BRANDS, LLC**

For more than 100 years, 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 apparel and team uniforms at the high school, college and professional levels. Russell’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](http://www.RussellAthletic.com).

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