



SURFTUFF

TURFTUFF

FOR IMMEDIATE RELEASE

Guardian Wear Co. Launches Affordable Athletic Apparel Lines

New sportswear brands, SURFTUFF™ and TURFTUFF™, meet unmet need among everyday athletes

Souderton, PA – **August 1, 2007** – Guardian Wear Co. today introduced its high-performance athletic apparel and team wear product lines – SURFTUFF™ (for water-based sports) and TURFTUFF™ (for land-based sports), as well as a signature 2-in-1 SHELL™ with smart fabric technology.

“Our product lines answer an unmet need among athletes – affordability without sacrificing quality or style,” explains Rich Patterson, vice president of Guardian Wear Co. “We’ve taken the position that ‘everyone plays’ and that all athletes – whether youth, student, adult, or pro – deserve high-performance apparel at affordable prices. We also understand the financial challenges facing parents who may have to outfit several children active in sports programs. To that end, we not only provide economical clothing options with SURFTUFF™ and TURFTUFF™, but we are developing a fundraising partnership program that will keep more money in parents’ pockets and in community and school athletic programs.”

Guardian Wear Co. has created a 2-in-1 garment that combines an outer piece of clothing (a short or swimsuit, for example) with its signature SHELL™, an inner compression liner constructed with a light weight, anti-microbial fabric that provides the protection, support, and conditioning that athletes need to perform.

Guardian Wear Co. was founded earlier this year by entrepreneurs Renee Patterson, President & CEO, and Richard Patterson, Vice President. General availability of the company’s product lines will be introduced in January 2008.

About Guardian Wear

Guardian Wear Co. designs and manufactures innovative athletic apparel and products with the quality that every buyer deserves at the lowest possible price with a 100% satisfaction guarantee. Athletic teams, parents, and players can now afford superior performance apparel. Based in Souderton, Pa., Guardian Wear Co. also works closely with communities and athletic organizations to develop fundraising initiatives, and contributes significant charitable funds to local and international communities in need. For more information, visit www.everyoneplays.com.

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Editor’s Note: Digital artwork available upon request.