

BroderBros., Co.

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For Immediate Release

Broder Bros., Co. Expands Houston Distribution Center & Offers Full Shipping Capabilities

Trevose, PA, January 5, 2010- Broder Bros., Co. has announced that the company will be expanding its Houston Distribution Center, located at 10215 S Sam Houston Pkwy W. Suite 160, to offer full shipping capabilities. Currently, the 32,000 square-foot Houston Express facility houses two thousand SKUs and is pick-up only.

The new distribution center will be located at the same address and will be expanded to 88,000 square feet. The expanded facility will house over 16,000 SKUs. Shipping at this location will begin on January 11, 2010 with pick-up hours daily from 8:00 a.m. - 7:00 p.m.

“We’re excited to expand this shipping location,” said Philip Lao, senior distribution center manager. “We hope that this will greatly benefit our customer base in the region and provide them with a broader range of services.”

To learn more about Broder Bros., Co. please visit any one of its division websites at www.broderbros.com, www.alphashirt.com or www.nesclothing.com.

About Broder Bros., Co.

Broder Bros., Co. is the nation’s largest distributor of trade, private label and retail apparel brands to the imprinting, embroidery and promotional product industries. The company operates under three well-recognized brands: Alpha Shirt, Broder and NES Clothing. The company has seventeen Distribution Centers and Express locations and is able to deliver next day to 85% of the United States.

Through its three sales divisions, the company distributes 42 industry-leading brands including Anvil, Fruit of the Loom, Gildan, Hanes and Jerzees and retail brands such as adidas Golf and Champion. Broder Bros., Co. also distributes its own private label brands Authentic Pigment, Chestnut Hill, Devon & Jones, Harriton, Harvard Square and Hyp.

ALPHA

www.alphashirt.com

1-800-523-4585

broder

www.broderbros.com

1-800-521-0850

N•E•S

www.nesclothing.com

1-800-782-7770