

BroderBros., Co.

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For Immediate Release

Broder Bros., Co. Opening New Distribution Center in Denver

Trevose, PA, October 4, 2010 – Broder Bros., Co. has announced that the company will be opening a new Distribution Center in Denver, CO. The 63,500 square-foot warehouse and showroom will be located at 9931 East 47th Avenue. The opening is scheduled for October 25, 2010 with an accompanying Grand Opening event being held at the distribution center for customers on October 28, 2010.

The newest addition to the Broder Bros., Co. distribution network will be the eighteenth location nationwide. The Denver Distribution Center will offer customers in Colorado, Wyoming, Nebraska and South Dakota a new level of service. One of the major added benefits for customers will be the ability to place orders as late as 6PM for next-day delivery. Additionally, customers will be able to place orders up until 5PM for same-day pick up two hours later.

Hank Harrell, Executive Vice President of Sales and Marketing, explains, “The increasing demand for a much higher level of service in the Greater Rocky Mountain Region was the major catalyst for our decision to expand to Denver. We’re excited to be a new addition to the area and be able to better satisfy our customers’ requests for a wider range of in-stock, high-quality, blank apparel.”

Broder Bros., Co. will host a Grand Opening event on Thursday, October 28, 2010. The event will feature a tour of the facilities as well as mill exhibits featuring many new brands that will now be available on a next-day basis. Attendees will be able to take advantage of special show pricing as well as order discounts for the weeks following the event. Lunch will be served from 11AM to 2PM, and hors d’oeuvres and drinks will be served from 3PM to 6PM.

To learn more about the Denver Distribution Center, please visit www.alphashirt.com/denver, www.broderbros.com/denver or www.nesclothing.com/denver.

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 eighteen Distribution Centers and Express locations and is able to deliver next day to over 85% of the United States.

In addition to being the largest distributor of such industry-leading brands as Anvil, Fruit of the Loom, Gildan, Hanes, Jerzees and Outer Banks, Broder Bros., Co. represents such retail brands as adidas Golf, Alternative, Champion, Dickies and Rossignol. Broder Bros., Co. also distributes its own private label brands Apples & Oranges, Authentic Pigment, Chestnut Hill, Devon & Jones, Harriton, Harvard Square and Hyp.

ALPHA

www.alphashirt.com

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broder

www.broderbros.com

1-800-521-0850

N•E•S

www.nesclothing.com

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