

BroderBros., Co.

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For Immediate Release

Broder Bros., Co. Adds Full Range of Anvil Styles to 2010 Product Assortment

Trevose, PA, February 17, 2010- Broder Bros., Co. is proud to announce that the company has become a full-line supplier of the complete Anvil collection and will carry all of the styles, colors and sizes the brand offers. This includes T-shirts, fleece, sport shirts, hats, bags and towels. All styles can be found in the 2010 catalog.

Although Broder Bros., Co. has been offering a broad selection of Anvil styles for some time, it is now adding additional top-selling styles including a fashionable camouflage, low-profile brushed twill cap, ChromaZone garment-dyed t-shirt and a recycled cotton tote.

“Consumers and resellers are always looking for a one-stop-shop from which to order everything they need,” said Kirwei Lo, marketing communications specialist at Broder Bros., Co. “Now that we carry the entire line, we can help our customers save on both time and shipping costs.”

Anvil offers over 100 styles of sportswear and accessories in 80 colors, including 15 eco-friendly styles in fibers such as organic cotton, recycled cotton, transitional cotton (or cotton in conversion) and recycled polyester from OET bottle. Anvil was recently ranked the sixth largest organic program in the world by the Organic Exchange.

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