

BroderBros., Co.

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For Immediate Release

Broder Bros., Co. Announces Full-Line Relationship with Bella and Canvas

Trevose, PA, August 23, 2010 - Broder Bros., Co., the nation's largest wholesale distributor of imprintable activewear announced today that it will be a full-line distributor of Bella and Canvas apparel in 2011. Broder Bros., Co., which markets through the Alpha Shirt, Broder and NES Clothing brands, will carry Bella and Canvas in all three divisions.

Bella and Canvas are leading manufacturers of fashion-inspired styles for the imprintable wholesale apparel market. Broder and NES have offered Bella and Canvas styles for many years. This decision both expands Bella and Canvas into the Alpha assortment and significantly expands the assortment available through Broder and NES.

In a letter to customers, Hank Harrell, Executive Vice President of Sales and Marketing, wrote, "We think very highly of Bella and Canvas products and their business philosophies. Their goal of high quality, yet competitively-priced, fashion-forward apparel meets our customers' needs. We couldn't be more excited to take our longstanding relationship to the next level."

Marty Matthews, Broder Bros., Co.'s CFO, commented, "We are committed to manufacturers who are committed to the wholesale apparel industry. Over the years, we have achieved a strategic alignment between our approach and theirs. Together, we can do things that will benefit our customers."

Broder Bros., Co. has begun work with customers to show how these popular, retail quality brands can reliably meet their needs. Harrell stated: "Our sales and marketing teams will be working closely with customers to show them the depth of our 2011 fashion-forward assortment. Whether a customer wants a white, short-sleeve crewneck T-shirt in an ultra-lightweight jersey or the latest T-shirt silhouette in one of 2011's hottest fabrics and colors, we'll offer it at a couple of price points."

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