

BroderBros., Co.

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For Immediate Release

Broder Bros., Co. Adds Ashworth to its Assortment for 2011

Trevose, PA, October 6, 2010 – Broder Bros., Co. announced today that it will present Ashworth in its 2011 catalog. Broder Bros., Co., the nation's largest wholesale distributor of imprintable apparel, markets through the Alpha Shirt, Broder and NES Clothing brands. All three sales divisions will carry Ashworth apparel. Ashworth is one of the most recognizable brands in professional golf. PGA Tour players wearing Ashworth include Fred Couples, Sean O'Hair, Charles Howell III and Ryan Palmer.

John Ashworth founded Ashworth Golf in 1987 and built the golf lifestyle brand around the iconic Golfman logo. Ashworth is recognized for quality, comfort and distinctive design that easily transitions from the golf course to all aspects of everyday life. The TaylorMade-adidas Golf Company acquired Ashworth in 2008.

"Broder Bros., Co. has distributed adidas Golf through its three divisions for several years, and the partnership has been extremely successful," stated Hank Harrell, Executive Vice President of Sales and Marketing. "The addition of Ashworth is great for our customers. Offering Ashworth and adidas Golf makes Broder Bros., Co. the destination for corporate golf apparel."

Nick Mirizzi, Director of Sales and Marketing for adidas Golf and Ashworth, added: "Our team is thrilled about Ashworth's relaunch into the promotional products industry. We couldn't ask for a stronger partner than Broder Bros., Co. Whether it's their customer commitment or their operational strength, we like the way they do business."

Broder Bros., Co.'s Ashworth product assortment will include knit and woven shirts, windshirts and jackets in a variety of fabrics and styles for men and women. Broder Bros., Co. plans to send Alpha Shirt, Broder and NES Clothing customers an Ashworth product preview guide in the fourth quarter of 2010.

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 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