

NEWS RELEASE



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MEDALIST® announces the appointment of new representative agencies for 2009

READING, Pa. (January 7, 2009) - MEDALIST® Performance Sports Apparel, Inc., a leading producer of high performance technical fabrics and apparel, announces the appointment of three new manufacturer representative agencies. Sportco Marketing, Inc., The Holland Group, Inc., and National Marketing Group, will manage the growth of MEDALIST in multiple business categories across the U.S. market.

Sportco Marketing, Inc., in Worthington, Ohio, has been appointed to manage the hunt, outdoor and tactical business segments in the Northeast and portions of the Mid-west. With over 30 years of experience in the sporting goods industry and 17 field sales professionals, Sportco has delivered solid performance for their manufacturing partners in "Big Box" retail, independent dealers and distributors throughout their region.

The Holland Group, Inc., in Mendota Heights, Minnesota, who has recently realigned their agency to focus on high quality apparel and footwear lines, will oversee business development in the hunting and outdoor channels in Minnesota, Wisconsin, Illinois, Iowa and Missouri. President David Holland has over 30 years experience in these channels, most recently representing Columbia Sportswear from 1999-2008.

National Marketing Group (NMG), in Denver, Co., is headed by sporting goods veteran Dave Campbell and will bring a wealth of knowledge and experience to the MEDALIST team. NMG will oversee the hunt, outdoor and tactical markets in the 13 western states, along with Nebraska and Kansas. The agency has representatives in seven strategic locations throughout the region that will deal with independent dealers, key retailers and e-commerce customers. "We are looking forward to the opportunities this line brings to our customers with its unique technology and user performance satisfaction," said Campbell, president of NMG. The depth of coverage and new market development will add significant presence of MEDALIST throughout the western U.S.

“MEDALIST Performance Sports Apparel is excited about our new representation appointments,” said Dan Obergfell, executive vice president, sales and marketing for MEDALIST. “Through a combination of experience, depth and specific market penetration, these three groups will provide stability with our current retail partners, add new and create deeper relationships with the dealer base and help to develop emerging market customers as we expand our hunt, outdoor and tactical products and apparel lines in the coming years.”

In today’s crowded market of exposed brands and products, customers have to make smart choices. MEDALIST is dedicated to creating and delivering apparel and products that offer consumers a perfect mix of exclusive technology, satisfaction and performance.

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About MEDALIST

The MEDALIST® brand dates back to 1898, and today MEDALIST® provides innovative apparel solutions to a wide range of consumers in the athletic, hunting, winter sports, outdoors, military, and law enforcement markets. World-class athletes, professional hunters, outdoor enthusiasts and NASA astronauts wear our products. MEDALIST® is committed to providing apparel with the highest level of technology, performance and comfort for the most extreme conditions.