

FOR IMMEDIATE RELEASE

GK Elite Sportswear Will Introduce GymTek™, a New Line of Hi-Tech Gymnastics Workout Leotards, in January 2012

READING, Pennsylvania (December 22, 2011) – GK Elite Sportswear, L.P., the world's leading supplier of gymnastics apparel, is proud to introduce GymTek™, the first technically designed, high performance workout collection for the serious gymnast. GymTek™ leotards have state of the art technical features that will make hours of practice more comfortable and more productive.

GK's exclusive StretchTek™ compression fabric fits like a soft second skin and features the best technical properties available today. StretchTek™ features moisture wicking properties to keep you cool and dry. GK's hi-tech manufacturing techniques eliminate the irritation caused by interior tags, while flatlock seams provide more comfort by eliminating seam abrasion. As a result, gymnasts won't need to worry about interior tag, thread, and fabric bulk which can cause abrasion after hours of practice. In addition, and perhaps most importantly, GymTek™ leotards are designed and manufactured to the highest standards in the industry, so athletes can be sure that they have that exceptional fit that GK is known for.

"GK's mission statement says that our goal is to be the athlete's first choice," said Kelly McKeown, GK's Executive Vice President of Corporate Relations and Design. "With this in mind, we have developed a collection of high performance gymnastics leotards which feature technical attributes that benefit serious athletes who train for many hours, nearly every day of the week. We are excited for the launch of GymTek™, and we know our customers will love the sporty look and hi-tech design!"

In addition to workout leotards, the GymTek™ collection will also include matching workout shorts and coaches shirts designed for Men and Women. The GymTek™ product line will be available beginning Monday, January 16, 2012 at <http://www.gkelite.com> or by calling the GK Customer Service Department at 800.345.4087.

ABOUT GK – ELITE SPORTSWEAR, L.P.

GK is the world's leading brand of gymnastics apparel and is recognized around the world for superior variety, quality, fit and service. Elite Sportswear, L.P. is proud to have been chosen by adidas® to manufacture the US National Team Competitive apparel for USA Gymnastics since 2000 and is the sole producer of adidas® brand gymnastics apparel worldwide. Based in Reading, Pennsylvania, Elite Sportswear, L.P., the company behind the GK brand, continues its commitment to American-made quality and continuous innovation in designs for Gymnastics, Cheerleading, Dance, and Drill Team apparel. For more information about GK Elite, visit www.gkelite.com.

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