

FOR IMMEDIATE RELEASE

GK Elite Sportswear Will Give Away 100 Free GymTek Leotards to Introduce new Hi-Tech Product Line

READING, Pennsylvania (January 13, 2012) – To help introduce their new product line, GymTek™, to the gymnastics community, GK Elite Sportswear, L.P., the world's leading supplier of gymnastics apparel, has announced they will give away 100 Free GymTek™ Workout Leotards via an online contest.

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. Using only hi-tech manufacturing techniques, GK has eliminated the irritation caused by interior tags and will use only flatlock seams to make the garment more comfortable by eliminating interior 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.

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.

To enter to win a Free GymTek™ Leotard, please visit www.gkelite.com/freegymtekleotard between Monday, January 16, 2012 and Tuesday, January 31, 2012. One hundred (100) winners will be selected at random and will be posted at www.facebook.com/gkgymnastics on the week of February 13, 2012. For official rules, please see www.gkelite.com/freegymtekleotard.

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.

Media Contact:

Kelly McKeown
Executive Vice President of Corporate Relations and Design
GK Elite Sportswear
kmckeown@gkelite.com
610.921-1469

###