

FOR IMMEDIATE RELEASE

GK Elite Sportswear Announces Inaugural Dance Team Catalog for 2012. Your Team. Your Look. Your Way.

READING, Pennsylvania (March 5, 2012) – GK Elite Sportswear, L.P., is pleased to announce the release of the Dance Team 2012 Catalog. The 2012 Dance Team Catalog marks the inaugural, stand-alone catalog featuring GK products specific to dance, drill, and pom teams. Dance wear is not new to GK, but has previously been part of the annual GK Cheer Catalog. Now, competitive dancers at all levels can shop for GK dance apparel including tops, pants, gauntlets, warm-ups, undergarments, accessories, and more in the new Dance Team catalog. In the pages of the new dance-specific catalog, customers will find infinite possibilities with 100+ fabrics and colors to choose from including nylon/spandex, mystiques, holograms, and performance fabrics.

Taking customization still further are the infinite possibilities of embellishment with SWAROVSKI ELEMENTS, which GK uses exclusively. SWAROVSKI ELEMENTS are the premium brand for the finest crystal elements. Austrian made, SWAROVSKI ELEMENTS can be added to dance apparel for maximum sparkle. The MADE WITH SWAROVSKI ELEMENTS label on products serves as a sign of authenticity and the highest standards of crystal design.

At GK, we are committed to being the athlete's first choice. Our unwavering commitment to quality makes us stand out in the industry. Additionally, our reputation for quality construction, uncompromising fit, cutting edge styling, affordable shipping rates, and highly personalized customer service are all reasons that continue to keep GK in position as the market leader. GK Territory Account Managers are available for customers who need assistance navigating through the unlimited options of what can be created for today's dance teams.

GK's history started 31 years ago, with our roots beginning in gymnastics apparel. Today, GK outfits thousands of athletes around the world involved in dance, gymnastics, and cheerleading.

"Dance is such a natural fit for our product mix at GK because of our expertise in fit, quality construction & superior styling, in both gymnastics and cheer apparel.

The positive response from our customers on our dance apparel offering has led us to create a dynamic, new collection of dance apparel, which is now showcased in it's own exclusive catalog," said Kelly McKeown, Executive Vice President of Corporate Relations & Design for GK Elite Sportswear.

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

###