

FOR IMMEDIATE RELEASE

GK Elite Sportswear Continues Breast Cancer Awareness Leotard Collection in 2012

READING, Pennsylvania (May 1, 2012) – GK Elite Sportswear, L.P., the world's leading supplier of gymnastics apparel, continues its Breast Cancer Awareness Leotard Collection in 2012. The inspiring collection of gymnastics leotards is an extension of GK's partnership with the annual Pink Invitational ~ Gymnasts Unite event that took place in February of this year at the Pennsylvania Convention Center in Philadelphia, Pennsylvania. The Pink Invitational is an annual meet organized by Unite for HER, a non-profit organization dedicated to providing breast cancer awareness programs and initiatives. This year's event raised \$250,000. As a proud sponsor of Unite for HER, GK is pleased to continue the fundraising by contributing 5% of sales of the specialized leotard collection to Unite for HER.

2012 marks the eighth year that GK has taken a stand against breast cancer. Each year GK continues to add more breast cancer awareness leotard styles to promote this worthy cause. Kelly McKeown, Executive Vice President of Design & Corporate Relations said, "We are so excited to present our best collection of Breast Cancer Awareness leotards, shorts & sports bra to date! We are proud to partner with Unite for HER to help reach those in need on their road to recovery."

GK is offering three In-Stock tank leotards, each uniquely embellished with an interpretation of the iconic Breast Cancer Awareness Ribbon and the beautiful, custom GK/Unite for HER logo. These leotards along with a berry T back sports bra and a fun workout short will be available at www.gkelite.com.

Sue Weldon, Unite for HER founder, President, and breast cancer survivor, said, "Thank you GK for partnering with us, aligning with our vision, and helping us to reach our mission and outreach for Unite for HER."

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.

ABOUT UNITE FOR HER

Unite for HER is dedicated to improving the lives of women and girls by supporting and providing breast cancer programs and initiatives that educate, empower, and restore. Since 2009, Unite for HER has worked to bridge the gap between the medical and wellness communities by educating women diagnosed with breast cancer about complementary therapies, providing them with a compassionate resource for support, knowledge and healing. Visit www.uniteforher.org or call 610-322-9552.

Media Contact:

Kelly McKeown

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

###