

FOR IMMEDIATE RELEASE

2012 US Olympic Gymnastics Team Apparel Made in the USA

READING, Pennsylvania (July 19, 2012) – GK Elite Sportswear, L.P., the world's leading supplier of gymnastics apparel, is proud to supply the US Men's and Women's Artistic Gymnastics Teams with apparel for the 2012 Olympics, all of which is manufactured in the USA. London 2012 will mark the sixth time that USA gymnasts will wear competitive apparel and workout wear produced by Elite Sportswear in Reading, Pennsylvania.

Not only will Team USA be outfitted with Elite Sportswear's American-made gymnastic apparel, but so will athletes from Great Britain, Australia, Russia, Netherlands, France, Greece, Israel, the Czech Republic, Slovakia, and Finland. Elite Sportswear, a company located in a city known for its textile manufacturing roots, has fostered and maintained a global presence for the past two decades by outfitting Olympic artistic gymnasts and trampoline teams from around the world. The Summer Games of Barcelona, Atlanta, Sydney, Athens, and Beijing all showcased apparel manufactured by Elite Sportswear.

According to Kelly McKeown, Executive Vice President of Corporate Relations and Design, "Elite Sportswear's management, employees and their families are anxiously awaiting Olympic television coverage, so they can spot the products they had a hand in developing, sewing, embellishing, shipping, or marketing. We are so proud to give 'Made in the USA' an international stage."

Having mere weeks between Olympic trials and the games, Elite Sportswear is working diligently on last minute fittings and alterations to ensure that each athlete has everything they need for London 2012. All aspects of the apparel, from product development to manufacturing down to the smallest of embellishments, take place at Elite's 30-year-old headquarters in Reading, Pennsylvania. Elite Sportswear works meticulously to provide perfect gymnastic apparel for each and every Olympian on its roster.

ABOUT GK – ELITE SPORTSWEAR, L.P.

GK is the world's leading brand of gymnastics apparel and 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

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