

FOR IMMEDIATE RELEASE

GK Announces Signature Leotard Collection by 2012 Olympic Gold Medalist Alexandra Raisman

READING, Pennsylvania (October 15, 2012) – GK Elite Sportswear, L.P., the world's leading supplier of gymnastics apparel, is pleased to announce the launch of the Alexandra Raisman Signature Collection of gymnastics leotards. The first three leotards of the Signature Collection by Aly Raisman, designed by the 2012 Olympic Gold Medalist, are now available for sale at www.gkelite.com.

"I'm really excited to have my own Signature Collection with GK," said Raisman. "I have always loved fashion, so this is a dream come true. I am looking forward to collaborating with GK on more designs in the future and I can't wait to wear these leotards."

The Aly Raisman Signature Collection follows the success of the Gold Medal Signature Collections by 2008 Olympic All-Around Champion Nastia Liukin and 2008 Olympic Balance Beam Gold Medalist Shawn Johnson. Raisman's Signature Collection will continue the same effective combination of the design and manufacturing expertise of GK and the artistic vision and unique perspective of a top athlete in the sport of gymnastics.

Kelly McKeown, Executive Vice President of Corporate Relations & Design at GK remarked, "It has been a pleasure for our team to work with Aly on her signature collection. She has a distinctive, creative vision on the styling of her leotard designs and approaches her signature collection with consideration to a variety of looks which range from sporty to elegant. Aly's collection combines her love for gymnastics and her passion for fashion."

GK proudly announced Raisman as an official GK Champion in April of 2012. This initial leotard line and subsequent collections will be the fruition of that relationship. GK proudly cheered Raisman on during the 2012 Summer Games and celebrated her successes along with the rest of Team USA. Raisman, captain of team USA, helped bring home the coveted Gold Medal for the Team Finals. In addition, she became the first American woman to receive the individual Gold Medal on floor exercise. Raisman also secured an individual Bronze Medal on the beam and tied for third in the individual all-around final, but missed out on the Bronze medal due to the tiebreaker rule.

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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