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CAMPUS TEAMWEAR LAUNCHES UPDATED, CUSTOMER-EXPERIENCE-FOCUSED WEBSITE FOR CHEERLEADING APPAREL SHOPPING

Cheerleadingonline.com now offers wish lists, product reviews and more

San Diego, August 10, 2011 – Cheerleading apparel company Campus Teamwear launched their updated website, www.cheerleadingonline.com, to promote an interactive, social shopping experience for its customers.

“Considerable thought has gone into designing our website with integration of the latest social technologies. An important aspect of the cheerleading industry is community, and the newest features of our website reflect a community-driven design,” Kevin Oskow, Web Director for Campus Teamwear, said, adding that the Wish List, Product Review, interactive catalog and video features are the first of many initiatives.

The Wish List feature allows shoppers to add their favorite styles and accessories to a saved list that can be easily accessed anytime that they are logged in to their Campus Teamwear profile. Shoppers can keep track of their favorite cheer gear this way, and send their list to their coaches, teammates, friends and family to get their opinions (or give them some gift-buying guidance!).

The Product Review feature gives shoppers recommendations from the people they can trust the most when it comes to cheerleading apparel: other cheerleaders! Product Reviews will provide shoppers with additional information and feedback on each product from real users, and are displayed right on the item page for easy reference.

[Campus Teamwear videos](#) will give shoppers a chance to experience 360 degree views of products, as well as give them a glimpse of customer favorites in action.

The online interactive catalog is coming soon and will allow customers to shop straight from the interactive catalog, or save and print their own copy from home.

The Campus Teamwear website also features familiar social aspects for products, such as liking and sharing on Facebook, posting to Twitter and bookmarking.

To promote the launch of the new website and Product Review feature, Campus Teamwear will be launching a contest in late 2011 that may be worth up to \$500 in shopping credits on the new website. Connect with Campus Teamwear on [Facebook](#) or [Twitter](#) to get the latest website news and contest announcements and updates.

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About Campus Teamwear

Low price leader Campus Teamwear has been meeting the needs of the cheerleading industry for over 20 years by offering an extensive selection of in-stock uniforms and apparel, shoes, accessories, performance makeup and more. If you have any questions, please contact us at 1-800-871-0063 or email us at customerservice@cheerleadingonline.com.