

FOR IMMEDIATE RELEASE

GK Designs \$5,000 Couture Leotard for USA Gymnastics 50th Anniversary

READING, Pennsylvania (August 7, 2013) – GK Elite Sportswear, L.P., along with the support of SWAROVSKI ELEMENTS, is pleased to announce the donation of the second gymnastics leotard from their couture collection. In honor of the 50th Anniversary of USA Gymnastics, the proceeds from the charity raffle of this patriotic leotard design will benefit Right To Play, a non-profit organization whose mission is to use sport and play to educate and empower children and youth to overcome the effects of poverty, conflict, and disease in disadvantaged communities. This one-of-a-kind leotard design boasts an approximate retail value of \$5,000 and is part of GK's 2013 Couture Collection.

The charity raffle will be held August 15 – 17, 2013 during USA Gymnastics National Congress & Trade Show in Hartford, CT. Donors may purchase raffle tickets for five dollars each, and 100% of the proceeds will go directly to Right To Play. The winner will be drawn at 12 noon on Saturday, August 17th at the GK booth. The winner need not be present to win.

This SWAROVSKI ELEMENTS encrusted long sleeve competitive gymnastics leotard evokes both pride and patriotism, featuring over 7,000 handset and heat transferred SWAROVSKI ELEMENTS atop Rich Royal Mystique fabric. Due to the generosity of Swarovski, the leotard designer, Erica Jones, was able to select an array of gorgeous jewel types and hues to illuminate the leotard. Erica chose a variety of stone colors including Topaz, Dark Indigo, Sapphire Satin, Chalk White, Golden Shadow, Air Blue Opal and Indian Siam, all donated by the premium brand for the finest crystal elements in the world, SWAROVSKI ELEMENTS. This never before seen design carries an approximate retail value of \$5,000, and both GK & Swarovski look forward to the proceeds of the charity raffle benefiting Right To Play.

Erica Jones, a GK designer for over six years, graduated from Albright College with a degree in fashion design. Erica recently said, "To honor USA Gymnastics' 50th Anniversary, I started with an elegant base design and incorporated the colors of the American flag. The design was then

refined with golden crystal accents throughout. I chose a rich blue as my base with nude mesh inserts on the front and sleeves. I wanted to create a design that captured the mood of our flag, but utilize traditional elements in a more abstract, non-traditional way. This asymmetrical design features stars that radiate from the shoulders down through the bodice and eventually fade into the blue. Stripes are depicted as radiating from stars on the sleeves and upper bodice. The design uses a variety of colors and sizes of Swarovski Elements that intermix together into a unifying piece."

ABOUT GK GYMNASTICS APPAREL

GK is the world's leading brand of gymnastics apparel and is recognized around the world for superior variety, quality, fit and service. For over 30 years, GK has been dedicated to the sport of gymnastics, contributing millions of dollars to support hallmark grass roots gymnastics development programs. Known for their signature collections of gymnastics workout leotards, GK has partnered with over ten Olympic athletes and currently offers workout leotards designed by 2012 All Around Olympic Gold Medalist Gabrielle Douglas and 2012 Floor Exercise Olympic Gold Medalist Alexandra Raisman. GK is proud to have been chosen by Under Armour® to manufacture the US National Team competitive and training apparel for USA Gymnastics through 2020. Based in Reading, Pennsylvania, Elite Sportswear, L.P., the company behind the GK Gymnastics brand, continues its commitment to American-made quality and continuous innovation in designs for Gymnastics and Cheerleading apparel. For more information about GK Gymnastics Apparel, visit www.gkelite.com.

ABOUT SWAROVSKI ELEMENTS

SWAROVSKI ELEMENTS is the premium brand for the finest crystal elements manufactured by Swarovski. The designers' choice since the founding of the company in 1895, SWAROVSKI ELEMENTS provides creative talents from the fashion, jewelry, accessories, interior design and lighting industries with the latest on trend innovations. Available in a myriad of colors, effects, shapes and sizes, SWAROVSKI ELEMENTS offer designers a fabulous palette of inspiration. Born out of passion for detail and high-precision cutting, they impart refined glamour to everything they embellish.

ABOUT USA GYMNASTICS

Based in Indianapolis, USA Gymnastics is the national governing body for gymnastics in the United States. Its mission is to encourage participation and the pursuit of excellence in the sport. Its disciplines include men's and women's artistic gymnastics, rhythmic gymnastics, trampoline and tumbling, acrobatic gymnastics, and group gymnastics. For more information, log on to www.usagym.org.

ABOUT RIGHT TO PLAY

Right To Play is a global organization that uses organized sport and play to educate and empower children facing adversity. It was founded in 2000 by Koss, a social entrepreneur and the 2013 recipient of the Henry R. Kravis Prize for Leadership. Right To Play's organizing premise — that play-based learning can act as a powerful tool for a child's social and cognitive development — has shown measurable results in 20 countries on four continents. Right To Play serves more than one million children every week in regular activities that promote health, conflict resolution, basic life skills, education, self-esteem, dignity and respect. These are children who have lost family members, have disabilities, are affected by HIV and AIDS, live on the streets and in refugee camps, and are former child combatants. Right To Play is supported by an international network of more than 300 professional and Olympic athletes from more than 40 countries. For more information, visit www.righttoplayusa.org.

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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