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CAMPUS TEAMWEAR NOW CARRIES SOFFE CHEERLEADING UNIFORMS

For the first time ever, Soffe has created a line of cheerleading uniforms, which are available for purchase at Campus Teamwear.

San Diego, March 28, 2014 -- Campus Teamwear® will now carry the newly released Soffe® cheerleading uniforms. The popular cheerleading apparel company is one of just two exclusive retailers for the new line of uniforms from Soffe.

In early March, Soffe announced the news of its cheerleading uniform line to the cheerleading world. Campus Teamwear carries all items from the line, which includes shell tops, skirts, and bodyliners.

Rod McGeachy, President of Soffe, commented on its new uniform line, "Our heritage is rooted in cheer, it's what really made Soffe a great American activewear brand. We've had an amazing ride as a sideline player. With our relaunch and introduction of true performance for Spring 2014, it was perfect timing for us to jump into the uniform business. We're extremely excited to join the competition and see where this takes us."

The new collection has two different uniform styles; one features taping and the other has classic lines. Both styles are available in a variety of color combinations. While the shell tops and skirts are made from durable double knit, the bodyliners are made from a lightweight moisture-management stretch fabric, which provides comfort and flexibility. Prices range from \$33.95 to \$42.95 and, for an additional fee, can be customized.

"We're very happy to be a preferred retailer for the first cheerleading uniform line from Soffe, as we're committed to offering a wide variety of styles and brands. No matter what a cheer team's budget, age range, or style, they can find the perfect uniform and apparel at Campus Teamwear that fit their needs," said Campus Teamwear marketing manager, Jessica Rzeszut.

Soffe uniforms are now available for purchase at Campus Teamwear via phone orders, or online at www.cheerleadingonline.com. The new Soffe line is featured

in the new Campus Teamwear spring catalog, which is available upon request, or accessible digitally on its website.

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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.