

Former Winnetonka Athletic Director Joins Siege Sports Custom athletic apparel company hires Jeff Rich as Regional Sales Director

KANSAS CITY, April 10, 2015 — Siege Sports, LLC, a custom athletic apparel company based in Kansas City, announced today that it has hired Winnetonka Athletic Director Jeff Rich to become a Regional Sales Director based in its Kansas City Headquarters. Jeff has 27 years of High School coaching, teaching and administration experience in the Kansas City area. He has led teams to the Missouri State HS Football Championship and coached in Missouri All-Star football games. In addition, he has been Suburban Conference Coach of the Year, served as Awards Chairman for the KCIAAA, and was on the Suburban Conference scheduling committee.

“I am very excited for this new challenge. Siege Sports is a company that I have seen grow exponentially first hand and I am thrilled to have the opportunity to be a part of the organization.” said Jeff Rich. “Utilizing my experience in athletics and coaching is something that I have been looking to take advantage of.”

“Jeff has a great reputation as an athletic director, coach and overall leader. His addition to our team will help strengthen our current business relationships in Kansas City, while also allowing us to continue to grow further in the Midwest,” said Chris Barnes, President of Siege Sports. “Maintaining our core business relationships is extremely important to Siege. We never want to forget where we came from.”

About Siege Sports

Siege Sports is a highly customizable uniform and athletic apparel company that lives for America's athletes. With offices in Kansas City, San Francisco, Orlando and Boston, teams and athletes across the country choose Siege products because they perform better and are entirely unique. Teams have the ability to create their own identity, their own brand and their own individualized look. Siege Sports creates an exclusive experience that teams, coaches and players will never forget, please visit www.siegesports.com.

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For Further Information:

Chris Barnes, President, Siege Sports
913-953-8400, news@siegesports.com