



G R E A T N E S S I S W I T H I N

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**FOR MORE INFORMATION, CONTACT:**  
**Meredith Harris**  
(212) 239-0990  
[Meredith.Harris@Everlast.com](mailto:Meredith.Harris@Everlast.com)

**EVERLAST SIGNS BOXING CHAMPION TO EXCLUSIVE CONTRACT**



**New York, NY –May 23, 2011 - [Everlast Worldwide Inc.](http://EverlastWorldwide.com)**, the global leader in fight sports and fitness, today announced the signing of an exclusive, multi year equipment and apparel contract with current WBA super middleweight champion, Andre Ward. Under the agreement, Ward will exclusively train with Everlast equipment and apparel, as well as play a feature role in direct-to-consumer and retail marketing initiatives.

Considered a top 10 pound-for-pound talent, Ward has taken the boxing world by storm since his electrifying gold medal win at the 2004 Olympic Games in Athens. His professional career has produced an impressive 24 consecutive victories against some of the biggest names in the sport including Sakio Bika, Mikkel Kessler and Arthur Abraham.

“Andre Ward is the perfect brand ambassador for Everlast” said Matt Cowan, VP of Marketing and Products for Everlast. “He is a champion in every sense of the word. Ward had a near perfect amateur record, won an Olympic gold medal for his country and now holds a world title along with an undefeated professional record. His accomplishments in the

ring speak for themselves and aside from being a world class athlete, we consider Andre a world class human being.”

“Becoming part of the Everlast family has been a goal of mine since I began boxing at the age of 10” said Ward. “Everlast has always been supportive of me throughout my career, and to now partner with the most trusted brand in boxing is truly an honor. I look forward to becoming one of the faces of Everlast and continuing in the tradition of champions for the brand.”

Everlast boxing equipment and apparel is available at [www.Everlast.com](http://www.Everlast.com) and sporting goods retailers.

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**About Everlast Worldwide Inc.**

The preeminent brand in boxing since 1910, Everlast is the world’s leading manufacturer, marketer and licensor of boxing, MMA and fitness equipment. From heavyweight champion Jack Dempsey and middleweight legend Sugar Ray Robinson to the undisputed middleweight champion Jermain Taylor and UFC champion Randy Couture, Everlast is the brand of choice for generations of



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world champion professional athletes. Built on a brand heritage of strength, dedication, individuality and authenticity, Everlast is a necessary part of the lives of countless champions. Based in Manhattan, Everlast's products are sold across more than 75 countries and 6 continents. Everlast is a wholly owned subsidiary of Brands Holdings Limited, a global company and manager of worldwide sporting goods and apparel brands. For more information, visit [www.everlast.com](http://www.everlast.com).