



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

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### **EVERLAST NAMED "BEST TECHNICAL EQUIPMENT BRAND" FOR SECOND STRAIGHT YEAR**



**New York, NY** - For the second year in a row, [Everlast Worldwide, Inc.](http://EverlastWorldwide.Inc), the global leader in fight sports, has been awarded the coveted Fighters Only World MMA Awards "Best Technical Equipment Brand" award. "This is an exciting time to be a part of MMA" says Neil Morton, CEO of Everlast Worldwide. "Having been in fight sports for over 100 years, it is our mission to develop the best products for the best fighters in the world."

Now in its fourth year, the World MMA Awards are the sport's only major awards ceremony where winners are voted on directly by fight sports experts, fighters and fans.

"It's an honor to be recognized for our brand's dedication to developing the most innovative and elite MMA products in the market," says Matt Cowan, VP Marketing and Product. "Our product development team works very closely with our athletes and their trainers to develop products that meet the highest standards of training and competition."

Also winning silver statuettes at the award ceremony were Everlast Fighters Jon Jones, who took home the prestigious "Fighter of the Year" trophy and Gray Maynard who won "Fight of the Year" for his performance against Frankie Edgar in UFC 125. To learn more about Everlast and its award winning line of MMA products, visit [www.everlast.com](http://www.everlast.com).

#### **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 legendary boxing champions Jack Dempsey and Sugar Ray Robinson to MMA champions Randy Couture and Jon Jones, Everlast is the brand of choice for generations of 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).