



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

FOR IMMEDIATE RELEASE: October 3, 2012
October 3, 2012

FOR MORE INFORMATION CONTACT:
Meredith Harris (212) 239-0990
Meredith.Harris@everlast.com

EVERLAST LAUNCHES MULTI-TIERED MARKETING CAMPAIGN TO SUPPORT BREAST CANCER RESEARCH

New York, NY - [Everlast Worldwide, Inc.](#), the global leader in fight sports, has been a proud supporter of The Breast Cancer Research Foundation® (BCRF) since 2006. Every year Everlast donates portions of sale proceeds from select Everlast pink products, including the Pro Style Training Glove, 108" hand wraps and Evergel hand wraps to BCRF.

This year the brand is extending its efforts to raise awareness and funds for research through a multi-tier marketing program that offers consumers a variety of ways to get involved and join the fight against this devastating disease. Champion Everlast athletes including Andre Ward, Reggie Bush and Cara Castronuova will be featured in digital and social media advertising communications and many Everlast fighters will be strapping on pink gloves as they enter the ring and cage during October in order to show support for the cause.

Fight fans can do their part to knockout the disease by purchasing select pink products and posting a picture wearing their new gear on Everlast's Facebook page. Twenty-five cents from every participating hand wrap and one dollar from every pink Pro Style Training Glove purchased will support research. Additionally, for every photo posted to the Everlast Facebook page during the month of October, Everlast will make an additional dollar donation to BCRF.

To purchase pink products, learn more about the campaign and hear from the world-class athletes who have partnered with Everlast to win the fight against breast cancer visit www.everlast.com. Pink Everlast products can also be found at sporting goods retailers nationwide.

###

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.



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

About The Breast Cancer Research Foundation®

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF is awarding \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country and is designated an “A+” charity by The American Institute of Philanthropy, the only organization to achieve this. For more information about BCRF, visit www.bcrfcure.org.