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## EVERLAST AND MIXED MARTIAL ARTS CHAMPION BEN HENDERSON AGREE TO EXCLUSIVE CONTRACT



New York, NY –Aug 06, 2012 - [Everlast Worldwide Inc.](#), the global leader in fight sports and fitness, has agreed to an exclusive equipment contract with current UFC and #1 ranked World Lightweight Champion, Ben Henderson. Under the agreement, Henderson, who will defend his world title on August 11<sup>th</sup> against former champ, Frankie Edgar, will train exclusively with [Everlast equipment](#), as well as play a prominent role in all advertising and retail marketing initiatives.

“Ben Henderson is someone that we’ve envisioned representing the Everlast brand for quite some time,” said Matt Cowan, EVP of Sales, Marketing and Product Development for Everlast. “Aside from being a superior athlete, he also possesses the drive, determination and focus that is essential to being a champion. He embodies our ‘Greatness Is Within’ mantra and we are thrilled to have him join our roster of champion athletes.”

“2012 has been an incredible year for me personally,” said Henderson. “I have been training in Everlast for the majority of my professional MMA career and having their support during one of my most intense training camps has allowed me to maintain focus on my opponent. I am very excited about this partnership and cannot wait to defend my championship title with Everlast in my corner.”

Everlast equipment and apparel is available 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](http://www.everlast.com).