



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

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Everlast signs Reggie Bush and Cara Castronuova to their Roster of Champions

Global leader in fight sports expands their marketing target to all athletes and fitness enthusiasts



New York, NY - [Everlast Worldwide, Inc.](#) the global leader in fight sports, announced the signing of two new brand ambassadors – former college football player of the year and Super Bowl champion Reggie Bush, along with former Biggest Loser trainer and two-time Golden Gloves Champion, Cara Castronuova.

“Everlast is expanding our fight sports category to meet the demand from athletes of all sports, as well as fitness enthusiasts. Reggie and Cara are incredible athletes and the perfect ambassadors to represent how fight sports training is truly relevant to everyone,” explains Neil Morton, CEO of Everlast.

Elite athletes in their respective sports, Bush and Castronuova both credit fight sports training with providing a physical and mental edge that is unique from traditional training methods. “Whether it’s an athlete looking to improve explosive power and conditioning or a stay-at-home mom looking to tone and shape, fight sports training brings an incredible physical and mental edge to your workout” explains Matt Cowan, VP of Marketing and Product for Everlast.

Bush, considered one of the biggest open-field threats in professional football, is well-known for his agility and speed which he attributes to his off-season fight sports training. “Adding boxing and MMA to my off-season workout significantly improved my explosiveness and core strength,” said Bush. “Fight sports training challenges you mentally and the focus required has helped me increase my intensity on the field.” Bush is one of many world-class athletes who are utilizing fight sports training to elevate their game.



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Biggest Loser Season 11 Trainer and two-time Golden Gloves champion, Cara Castronuova is a passionate advocate of fight sports training. “A fighter never gives up and I want to share that drive with those I train. There is no doubt that boxing and MMA training provide you with a unique and versatile full-body workout. You can train virtually anywhere, indoors or outside, at home or in the gym, by yourself or with a partner,” explains Castronuova. “I have been training with Everlast equipment since I was very young and it is such an honor for me to now be a part of their long roster of champions.”

Under the agreement, Bush and Castronuova will train with Everlast equipment and play a prominent role in global retail, print and web advertising campaigns.

Everlast boxing equipment and apparel is available at 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 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.