



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



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MIGUEL COTTO FIGHTS FOR PUERTO RICO... WHAT DO YOU FIGHT FOR?

**MODELL'S EXCLUSIVELY SELLS LIMITED EDITION EVERLAST
MIGUEL COTTO T-SHIRT TO RAISE MONEY FOR
FUNDACIÓN EL ÁNGEL DE MIGUEL COTTO CHARITY**

New York, NY – June 1, 2010 – [Everlast Worldwide, Inc.](#), Modell's Sporting Goods and former WBO Welterweight World Champion Miguel Cotto have teamed up to create a limited edition Miguel Cotto [“What Do You Fight For?”](#) t-shirt benefitting the Fundación El Ángel de Miguel Cotto.

On Tuesday, June 1st at 4:00 PM, in concert with Everlast's “What Do You Fight For?” campaign, former WBO Welterweight World Champion Miguel Cotto will appear at [Modell's Sporting Goods](#) in Times Square (234 West 42nd Street) to meet with the press, sign autographs for fans, and promote the release of his limited edition “What Do You Fight For?” t-shirt.

The launch of the shirt comes just four days before Cotto faces off against WBA super welterweight champion Yuri Foreman in the first ever title bout at the new Yankee Stadium and less than two weeks before the National Puerto Rican Day Parade in New York City.

“I feel very proud to represent my country Puerto Rico,” said former WBO Welterweight World Champion Miguel Cotto. “That sense of pride and responsibility is what motivates me everyday to be the best I can be, both as a boxer and a person, and fight for my family and all the Puerto Ricans.”



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The limited-edition Everlast Miguel Cotto shirt, available exclusively at select [Modell's Sporting Goods](#) New York City locations (Times Square, E. 42nd Street and four Bronx stores), retails for \$19.99 and prominently features the Puerto Rican flag, Team Cotto logo, and Miguel Cotto's motivational driving statement, "I Fight for the Flag". Modell's is donating \$5 from each shirt sold to Fundación El Ángel de Miguel Cotto, which is dedicated to the prevention and treatment of childhood obesity through education and physical fitness.

"Every person in the world has a fight in life, regardless of how small or large, that drives them to be better, to do better" said Neil Morton, CEO of Everlast Worldwide. "Miguel Cotto embodies the spirit of our 'What Do You Fight For?' campaign through his fight to represent and inspire Puerto Rican people around the world."

["What Do You Fight For?"](#) is a dedicated Everlast philanthropic social movement created to drive global awareness and support for those who fight, and inspire consumers to share the things that motivate their fights in life. By visiting the Everlast ["I Fight For Contest"](#) page on Facebook. www.Facebook.com/Everlast, and sharing a few words, photo or video the describing the motivations that drive their fight in life, individuals can inspire others to do the same.

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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 middle weight 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 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.

About Modell's Sporting Goods

Founded in 1889, Modell's Sporting Goods is the local family sporting goods destination that provides a convenient and compelling shopping experience for the athlete and fan in all of us. Modell's offers customers an assortment of top brands in sporting goods equipment, footwear and active apparel for every level of play year round. The retailer operates 144 stores located in New York, New Jersey, Pennsylvania, Connecticut, Rhode Island, Massachusetts, New Hampshire, Delaware, Maryland, Virginia and Washington, DC.