



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

For Immediate Release

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EVERLAST AND SHOCK DOCTOR PARTNER TO PROVIDE THE ULTIMATE IN FIGHT SPORTS PROTECTION

New York, NY – July 19, 2010 - [Everlast Worldwide, Inc.](http://www.EverlastWorldwide.com), the premier fight sports and fitness brand in the world, today announced an exclusive partnership with [Shock Doctor](http://www.ShockDoctor.com), the leader in mouthguard technology.

“We are very proud to partner with Shock Doctor,” said Adam Geisler, President of Everlast. “Everlast remains passionate and dedicated to creating the very best fight sports equipment and our partnership with Shock Doctor allows us to provide the most technologically advanced fight sports protection equipment on the market.”



The partnership features a line of co-branded protective equipment, including mouthguards and protective cups. Trademarked [Everlast technologies](#) such as EverGel, EverFresh and Compress-X have been incorporated into the products which were designed and developed specifically for the fight sports market.

“Everlast is a natural fit and we are looking forward to working with one of the world’s most iconic sports brands,” said Tony Armand, President & CEO of Shock Doctor. “We have an opportunity to bring Shock Doctor’s patented technologies in sports protection to an even broader audience.”

The Everlast line of Shock Doctor protective equipment will launch in the Fall of 2010 and will be available nationwide through sporting goods retailers, sports specialty stores, and online. For more information on Everlast or Shock Doctor, please visit www.Everlast.com or www.ShockDoctor.com.

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About Everlast Worldwide Inc.

The preeminent brand in boxing since 1910, Everlast is celebrating 100 years as the global leader in the design, manufacturing, licensing and marketing of authentic boxing, mixed martial arts and fitness related sporting goods equipment, apparel, footwear, and accessories. From heavyweight champion Jack Dempsey, middleweight legend Sugar Ray Robinson, undisputed middleweight champion Jermain Taylor to MMA legend Randy Couture, Everlast is the brand of choice for generations of world champion professional athletes. Built on a brand heritage of authenticity and individuality, Everlast is a necessary part of the lives of countless athletes and fitness enthusiasts, who train, compete and live an active lifestyle. Based in Manhattan, Everlast’s products are sold across more than 75 countries and 6 continents. Everlast is a wholly owned



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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 Shock Doctor, Inc.

Shock Doctor is the market and technology leader in mouthguards. The company transformed and elevated the mouthguard industry by introducing innovative, shock absorbing, superior fitting self-custom mouthguards. In addition to a full line of patented, technologically advanced mouthguards, Shock Doctor offers a comprehensive line of sports protection products for hockey, football, baseball, basketball, soccer, martial arts and boxing, lacrosse and motorsports. Shock Doctor products are sold at major and independent sporting goods retailers throughout the U.S. and in select international markets, as well as through the company's web site, shockdoctor.com. Shock Doctor is headquartered in Minneapolis, Minn.