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## **EVERLAST AND MIXED MARTIAL ARTS CHAMPION GILBERT MELENDEZ AGREE TO EXCLUSIVE CONTRACT**



New York, NY –Dec 16, 2011 - [Everlast Worldwide Inc.](#), the global leader in fight sports and fitness, has agreed to an exclusive equipment contract with MMA lightweight champion, Gilbert Melendez. One of the fiercest competitors in all of MMA, Melendez will put his title on the line against Jorge Masvidal on December 17<sup>th</sup> in San Diego.

Under the agreement, Melendez will continue to train exclusively with [Everlast equipment](#), as well as play a prominent role in direct to consumer and retail marketing

initiatives. Additionally, Everlast will become the official equipment sponsor of Melendez’s gym, El Niño Training Center, in San Francisco.

“Gilbert Melendez is the perfect athlete to add to the Everlast stable of fighters,” said Matt Cowan, VP of Marketing and Products for Everlast. “He is focused, driven and at the apex of the sport of mixed martial arts. His dedication and strength make him a natural fit for our brand.”

“Becoming a member of the Everlast team is the next step toward realizing my goals in this sport” said Melendez. “Having the support of such a great company both personally and at the gym level has relieved some of the stress of training and allowed me to primarily focus on my upcoming title defense. I am excited to be a brand ambassador for the best fight sports brand in the world!”

Everlast MMA equipment and apparel is available at [www.Everlast.com](http://www.Everlast.com) and sporting goods retailers.

### **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).