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FOR IMMEDIATE RELEASE

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EVERLAST AND MMA SUPERSTAR JON "BONES" JONES AGREE TO EXCLUSIVE CONTRACT

New York, NY – August 25, 2010 - [Everlast Worldwide Inc.](#), the global leader in fight sports and fitness, today announced the signing of an exclusive equipment contract with MMA standout Jon "Bones" Jones. Widely recognized as the best young talent in MMA today, the 23-year old Jones has a record of 11-1 and trains out of the renowned Jackson's Mixed Martial Arts Gym in Albuquerque, NM.



Under the agreement, Jones will exclusively train with [Everlast equipment](#), as well as play a feature role in direct to consumer and retail marketing initiatives. Following Jones' August 1st victory over veteran Vladimir Matyushenko, the high-school All-American wrestler and Junior College National Wrestling Champion, is positioned to make a run at the light heavyweight title.

"Jon Jones is one of the most exciting athletes in MMA today," said Matt Cowan, VP of Marketing and Products for Everlast. "His drive and dedication embodies the value upon which our brand was built and his eagerness to join the Everlast legacy further solidifies our position as the dominant brand in the sport."

"I couldn't be more excited to join the Everlast family" said Jones "Everlast has a rich history associated with the greatest fighters of all time and I am proud to be a part of that tradition, alongside icons like Randy Couture, Muhammad Ali and Mike Tyson."

Jon "Bones" Jones will appear in the Everlast booth (#2628) at UFC Fan Expo on Friday, August 27th (1:00 PM) and Saturday, August 28th (4:00 PM) at the John B. Hynes Convention Center in Boston.

Everlast MMA equipment and apparel are available at [Everlast.com](#), [Combatsports.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 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.