



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

**FOR IMMEDIATE RELEASE**  
**Sept 22, 2010**

**FOR MORE INFORMATION, CONTACT:**  
**Meredith Harris**  
(212) 239-0990  
[Meredith.harris@Everlast.com](mailto:Meredith.harris@Everlast.com)

### **EVERLAST AND MIXED MARTIAL ARTS SUPERSTAR JON JONES EXTEND DEAL**



**New York, NY – September 22, 2011 - [Everlast Worldwide Inc.](#)**, the global leader in fight sports and fitness, has extended its exclusive equipment deal with MMA Superstar Jon “Bones” Jones. Jones, the youngest world champion in UFC History, will defend his Light Heavyweight Title against Rampage Jackson this Saturday at the Pepsi Center in Denver, CO.

“Jon Jones has been a tremendous ambassador for our brand, as well as the overall sport of MMA,” said Matt Cowan, VP of Marketing and Product for Everlast. “Working with elite fighters has always been paramount in driving innovation and performance in our products. Jon’s incredible dedication to greatness embodies our ethos, and makes him a natural fit for our team.”

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

"Having the opportunity to partner with Everlast last year was a big step in my career." said Jones "To continue to be a part of their MMA family is truly an honor, especially when you consider their long heritage of fighting champions. It's comforting knowing that I train with the best equipment in the industry and I look forward to continuing this successful relationship for a long time."

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



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

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).