



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

For Immediate Release...

RYAN BADER SIGNS EXCLUSIVE EQUIPMENT DEAL WITH EVERLAST

New York, NY – September 23, 2010 - [Everlast](#), the global leader in fight sports and fitness, today announced the signing of an exclusive equipment contract with fast rising MMA star Ryan Bader. With a record of 11 wins and 0 losses, the former All-American wrestler has become a key player in the light heavyweight division.

Bader, who will play a feature role in direct to consumer and retail marketing initiatives, has made his relationship with Everlast official and agreed to exclusively train with [Everlast equipment](#). Currently riding a four fight win streak within the UFC, the season 8 winner of The Ultimate Fighter will face MMA legend Antônio Rogério Nogueira on September 25th.

"Ryan Bader is an ideal ambassador for the Everlast brand," said Matt Cowan, VP of Marketing and Product for Everlast. "He is a true professional and possesses the necessary strength and determination to one day become a world champion. We are proud to add Ryan Bader to our family of Everlast endorsers."

"To be part of a brand as storied as Everlast is truly a dream come true," said Bader. "Growing up as a fight fan, I used to watch Mike Tyson and old highlights of Ali and Frazier all wearing Everlast, and aspire to be like them by practicing on an old Everlast heavy bag. To now be a part of the Everlast family and join those great champions I once looked up to, is truly a surreal feeling."

Ryan Bader has teamed up with training partners and fellow Arizona State alum, CB Dollaway and Aaron Simpson to open Power MMA and Fitness in Gilbert, Arizona. The brand new facility will feature Everlast equipment and is scheduled to open by the end of 2010.

Everlast MMA equipment and apparel is available at www.Everlast.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.



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