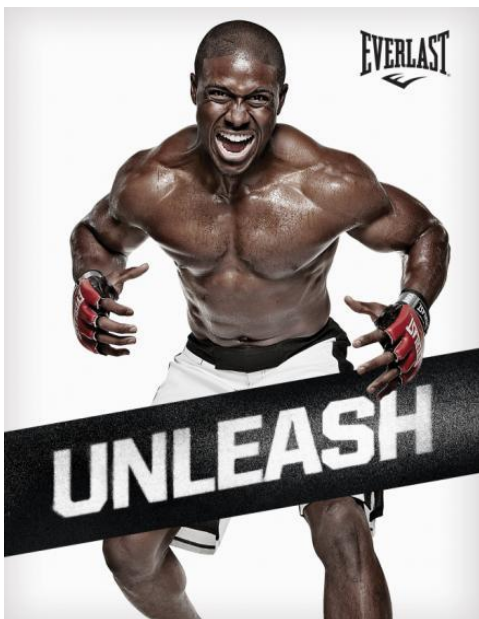




G R E A T N E S S I S W I T H I N

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FOR MORE INFORMATION, CONTACT:
Meredith Harris
(212) 239-0990
Meredith.Harris@Everlast.com



EVERLAST UNVEILS 2012 GLOBAL MARKETING CAMPAIGN

New York, NY –January 5, 2012 - [Everlast Worldwide Inc.](#) has unveiled their 2012 global marketing campaign which takes aim at introducing and educating a new group of target users on the fitness benefits of fight sports training. The UNLEASH campaign is focused on reinforcing Everlast's prominence within the boxing and MMA communities while looking to further expand its presence beyond traditional ring and cage boundaries and into the lives of a wider variety of consumers. "The reality is that whether you're a professional athlete, avid gym member or a stay-at-home mom, fight sports training is relevant to anyone

searching for a great, full-body workout," says Neil Morton, CEO of Everlast Worldwide. "UNLEASH will be a great vehicle for us to broaden our consumer base and inspire a new group of users to adopt fight sports training into their workout routine."

The dual-target, multi-tiered campaign, which was developed by the company's in-house creative department showcases striking photography of numerous world-class Everlast athletes including Super Middle Weight Boxing Champion, Andre Ward, Professional Football Player, Reggie Bush and MMA Superstar, Jon Jones in their moment of unleash.

"Our goal with the UNLEASH campaign is to capture the passion, sacrifice and dedication that are required of anyone who is preparing for a fight. Whether that battle takes place in the ring or in everyday life, everyone fights for something" says Meredith Harris, Director of Marketing. "We wanted to pay homage to the moment when that preparation translates into action and it's our hope that through this campaign more people will look to fight sports as an outlet to help them physically and mentally prepare for the battles they face each day."



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The new campaign which debuted on January 1, 2012 will be supported through a variety of print, digital and social media outlets including an interactive microsite featuring a 90-second cinematic anthem video, athlete picture gallery and downloadable artwork. To learn more about Everlast and the UNLEASH Campaign, visit www.everlast.com/unleash.

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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 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.