



111 Badger Lane
Statesville, NC 28625-2758

Outfitting America: Badger Sportswear to Acquire Alleson Athletic

STATESVILLE, N.C., November 3, 2017 – Badger Sportswear, a leading manufacturer of athletic apparel and team uniforms, announced today that it is acquiring Alleson Athletic, the pre-eminent manufacturer of in-stock uniforms and custom sublimated garments. Together, Badger and Alleson are positioned to become the preferred trade brand sportswear partner.

The acquisition is highly complementary for both organizations. Badger is a leader in fan wear, spirit wear and practice and workout apparel. Alleson is a leader in team uniforms. Together, the businesses will offer superior quality apparel, more customized product options, and rapid fulfillment and service for team dealers, decorators and collegiate bookstores.

“Both Badger Sportswear and Alleson Athletic are known for affordable, high-quality sports apparel that have enabled athletes to perform at their best and fans to show their team spirit,” said John Anton, CEO, Badger Sportswear. “By bringing the two businesses together, Badger and Alleson are positioned to better service our customers’ athletic apparel needs nationwide.”

Based out of Rochester, New York, Alleson Athletic has a long history of being a market-leading provider of stock and custom athletic apparel. In addition to its well-recognized brand, Alleson Athletic produces and sells cutting-edge sports apparel under license from Under Armour, the NBA and New Balance.

“Since the very beginning, we’ve been committed to bringing stock and custom sports uniforms to our customers through top-quality products and key partnerships,” said Todd Levine, CEO and president of Alleson Athletic. “We’re thrilled to be joining forces with a company that has such a strong reputation in the industry and shares our commitment to innovation and customer service.”

Combined, Badger and Alleson will offer customers the best value proposition in the industry with the broadest line of affordable, high-quality performance apparel – on the field and in the stands – customized and decorated as they choose to have it, delivered on time, with our best-in-class customer service.

John Anton, the CEO of Badger, will lead the combined company, and Todd Levine, President of Alleson, and his team, reporting to John, will continue to manage Alleson. The transaction, the terms of which were not disclosed, is expected to close by the end of November.

About Badger Sportswear

Established in 1971, Badger Sportswear is a privately held company located in Statesville, North Carolina, that manufactures high-quality team sports and fan athletic wear. Badger’s consistent growth has been attributed to its value proposition of providing top-quality performance wear, excellent customer service and affordable prices. The merchandise lines consist of performance tops and bottoms, fashion active wear and T-shirts, sweatshirts, jerseys, polos and henleys, mesh tops and bottoms, outerwear and team uniforms for most major sports.

About Alleson Athletic

Alleson Athletic was founded in 1933 in Rochester, New York. The company was started by Abe Levine, an immigrant cap maker, and his son, William. Today, Alleson Athletic, under its Alleson and CHROMAGEAR brands, is the pre-eminent manufacturer of in-stock uniforms, team apparel and custom



111 Badger Lane
Statesville, NC 28625-2758

sublimated garments. With two plants and three distribution warehouses, the company is able to deliver on its mission of providing top-quality game uniforms and practice wear to anyone who is dedicated to the game, winning and maximizing their potential.

###

Media Contact:

Katie Fitzpatrick, Creation

(952) 346-6011

Katie.Fitzpatrick@creation.io