

Primal Wear Rolls Out 2011 Retailer Custom Apparel Program Featuring No Upfront Cost

Program provides retailers lower entry point for custom branded clothing

DENVER – October XX, 2010 – Primal Wear, makers of high-end cycling apparel, today announced their Retailer Custom Apparel Program, which requires no upfront fees for design and production services, as well as net 30 terms.

By eliminating prohibitive upfront costs for design and production services, Primal's program helps retailers offer branded clothing to market their businesses without creating a cash flow burden.

"The most important apparel a shop can offer is a custom branded line," said Tim Baker, Primal Wear Marketing Manager. "However, the number one issue preventing shops from ordering their own apparel is upfront costs. With our Retailer Custom Apparel program, the entry cost is not only reduced but it is made easier to recoup."

Primal's account executives consult with shop owners on their business goals, customer demographics and marketing plans before starting the design process. Once the design process begins, retailers can expect to see a fully-branded shop kit within 6-10 weeks. There are no upfront costs for design work and, depending on a retailer's credit rating, payment can be made 30 days after receipt of the order.

"Working with Primal was a very pleasant experience," said Zorda Tucker, owner of North Carolina's Windsong Bicycle Shop. "They helped us build an apparel program of jerseys and shorts with the right fabrics, cuts, zippers, grippers, etc. for the price points we wanted to hit, and consulted very closely with us during the graphics phase to make sure we are happy with the final design. With other companies I've used in the past, I was so stressed and frustrated that by the time we actually got to design I didn't really want to deal with them any longer, but they had my money. With Primal it wasn't that way."

"In addition to the marketing benefits of having a custom kit for a shop team, there's nothing better than a happy customer flying their favorite shop's colors while wearing a custom jersey, a pair of custom shorts, or both," continued Baker. "Custom clothing can increase revenue and brand awareness in the local community. Having riders buy and wear clothing that promotes your shop out on the roads and trails is a win-win."

For more information about Primal's Retailer Custom Apparel Program, visit www.primalcustom.com or contact Primal Wear at 800.275.6953 or by email at custom.apparel@primalwear.com.

About Primal Wear

Primal Wear, founded in 1992 by avid cyclists, manufactures highly technical and authentic cycling apparel and some of the most recognizable jerseys in the world. Primal Wear (www.primalwear.com) has stayed true to its grassroots culture while steadily growing its customer base by providing branded and custom clothing to hundreds of thousands of cyclists every year from around the globe. As a company of die-hard cyclists committed to improving the sport, and designers dedicated to innovation and creativity, Primal Wear keeps in touch with the soul of the sport and its business.

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