



Russell Athletic Introduces New Uniform Fabric “Maximum Strength Compression”

Bowling Green, KY (January 14, 2013) – Russell Brands, LLC today announced a new uniform fabric – Maximum Strength Compression (MSC) – that provides a high stretch, high strength component to its football uniforms. MSC features a vertical pattern construction for optimal fit, while the mesh construction provides the highest breathability. The new uniform will be unveiled at the inaugural Raycom College Football All-Star Classic on Saturday, January 19, 2013 at 2 p.m. (CT) at Cramton Bowl in Montgomery and will be broadcast live on CBS Sports Network.

“We are extremely excited to launch our new MSC fabric during the Raycom All-Star Classic,” said Sarah Gholston, Vice President, Design & Merchandising for Russell Brands, LLC. “Russell Athletic has always provided superior uniforms for today’s top athletes. MSC’s construction and yarn selection provide increased stretch and strength combined with superior moisture management. It allows the players to have superior compression and performance without sacrificing functionality or comfort.”

The Ohio University and University of Louisiana at Lafayette football teams have been testing the uniforms in practice this fall, and players contend they feel, “cooler” and “lighter” while wearing the jerseys with the MSC fabric. The fabric also features enhanced abrasion resistance for long-lasting durability.

About RUSSELL BRANDS, LLC

For more than 100 years, Russell Brands, LLC, has supplied America’s athletes and teams with the latest innovations to help them perform at their best and is a leading supplier of apparel and team uniforms at the high school, college and professional levels. Russell’s collegiate licensed products and athletic wear are broadly distributed and marketed through department stores, sports specialty stores, retail chains and college bookstores. For more information, please visit www.RussellAthletic.com, facebook.com/russellathletic, Twitter.com/RussellAthletic.

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