



Russell Athletic® Together We R™ Campaign Enters 2nd Year
Program to Coincide with Launch of 2012 College Football Season

Bowling Green, KY (September 6, 2012) – Russell Brands, LLC, today announced the extension of the Russell Athletic® brand’s Together We R™ advertising campaign, which originally debuted in 2011. A new television spot, “Declaration,” premiered in conjunction with the start of college football on CBS and ESPN. The brand will also continue to run its “Plural” television spot. This year’s Together We R™ campaign will also include an in-depth digital component, which asks fans to declare their commitment to their team. The digital piece will live on russellathletic.com and will be supported by digital ad buys on ESPN.com and CBSsports.com

“Declaration,” the 30-second television spot, was directed by brothers Mark and Matt Hoffman. The piece follows a young athlete speaking to the idea of team and the importance of playing together as one. The full spot can be viewed online at russellathletic.com.

“The Together We R campaign carves out a unique position for Russell Athletic in the team uniform and athletic apparel category,” said Gary Barfield, executive vice president, Russell Brands, LLC. “Our brand has always believed in the power of team and in celebrating the things teams achieve together. We’re excited to continue this national advertising campaign and reach athletes, coaches and teams with a message we know resonates deeply with them.”

The television campaign will have an extensive presence throughout the football season on networks such as ABC, CBS, ESPN, ESPN2 and ESPNU.

The digital “Declaration” campaign launched online at www.RussellAthletic.com, www.Facebook.com/RussellAthletic, www.Twitter.com/RussellAthletic, www.RussellAthletic.Tumblr.com and www.Youtube.com/RussellAthletic and will refresh with new content every two weeks. On each platform, individuals are asked to declare themselves to their team in a show of support and kinship. Over the course of the 14-week college football season, Russell Athletic® will release seven digital videos that tie into the team themed campaign: Declaration, Rite of Passage, Promise, Sacrifice, Teammates, Brothers and Together We R. In addition to the destinations



listed above, the videos will be supported by homepage takeovers on CBSSports.com and ESPN.com, and will also appear on the CBS app on Android phones.

Russell outfits athletes at all levels, from youth sports to the collegiate level and beyond. Russell Athletic® is the official uniform of the Little League World Series, the Harlem Globetrotters and the Arena Football League, as well as the proud sponsor of the Russell Athletic® Bowl.

About RUSSELL BRANDS, LLC

For more than 100 years, Russell 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.

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