



FOR IMMEDIATE RELEASE

TRIMARK SPORTSWEAR EXPANDS WITH FOCUSED LAUNCH IN THE UNITED STATES

Apparel Veterans Hired to Represent the Line in Two Geographic Regions

PITTSBURGH, PA — July 5, 2012 — Polyconcept North America (PCNA), parent company of Trimark Sportswear, Leed's, Bullet and JournalBooks, today announces the first phase of the expansion of Trimark Sportswear into the United States as Trimark Powered by Leed's. Leveraging the service and production capabilities of Leed's, Trimark will launch into two specific regions of the US only on July 9. The new offering will deliver full-service, decorated apparel to distributors in the greater Illinois and Maryland areas, with further regions planned throughout 2013.

Two apparel veterans have been hired by the company to represent the Trimark line. Michael Snyder, whose 20 years of apparel experience spans retail, global sourcing, design and merchandising, will manage the northern Illinois and Wisconsin territory. Snyder's recent positions include Director of Sales and Marketing for Tri-Mountain Apparel and Vice President of Sales for Hartwell Apparel. The territory consisting of Maryland, Virginia, Washington DC, Delaware and southern New Jersey will be managed by Scott Stokes. Stokes has 16 years of experience in the promotional products industry as both a distributor and a supplier, spending 5 years as Promotional Products Manager at Corporate Express and 11 years as Regional Sales Manager for Vantage Apparel. Snyder and Stokes will focus solely on Trimark apparel and will operate separately from the existing PCNA sales force which represents Leed's, Bullet and JournalBooks.

“We are thrilled to see Trimark expand into the US. They have designed a collection of apparel styles that is unlike anything available in the market today,” explains Sharon Willochell, chief operating officer of Leed’s and general manager of Trimark Powered by Leed’s. “We are happy to be in a position where we can leverage Leed’s strengths to bring Trimark’s products to the market and to change the way people think about promotional apparel.”

#

About Polyconcept North America

Polyconcept North America, a wholly owned subsidiary of the world’s leading promotional products supplier Polyconcept, operates Leed’s, Bullet, JournalBooks and Trimark, four of the most successful brands in North America. The Polyconcept North America companies provide recognized best-in-class services to the industry, ensuring the highest standards of reliability and quality. Highly complementary product ranges enable Polyconcept North America companies to provide the market with a very comprehensive assortment of products across all major product categories. Further information is available at www.polyconceptna.com.

About Trimark Sportswear Group

Trimark is a leading promotional apparel supplier, founded in 1975 in Markham, ON, Canada. Known for innovative high-quality designs, leading service and immediate availability, the company continues to grow and expand into new markets. Trimark is home to five in-house brands, OnTour, Outer Boundary, Landmark, Nexus and Elevate Sport, as well as the exclusive Canadian licensee for ROOTS 73. Trimark’s products include polos, fleece, soft-shells, outerwear, woven shirts, jackets and headwear. In 2010 Trimark Sportswear was the activewear licensee for the Vancouver Winter Olympics. As part of its work with the Vancouver Olympic Committee, Trimark is recognized for setting high social compliance standards. Recently the company relocated to Richmond Hill after a significant investment into new facilities. Further information is available at www.trimarksportswear.com.

About Leed’s

Leed’s is a leading promotional products supplier and founding member of the Quality Certification Alliance (QCA), which promotes quality, safety, and integrity among suppliers in the industry. Known for the contemporary, retail look of its comprehensive line of corporate accessories, Leed’s products include bags, pens, padfolios, drinkware, memory, technology, awards, and more. Relentless product innovation, energetic customer service, and dynamic client collaboration have garnered Leed’s numerous honors from distributors and industry trade associations across the United States and Canada, including the PPAI Star of Excellence and the ASI Distributor of the Year awards. With global operations headquartered in New Kensington, PA, Leed’s has been synonymous with excellence in the promotional products industry for over 20 years. Information about Leed’s is available at www.leedsworld.com.

CONTACT:

Leanne Finney

Director of Marketing

Polyconcept North America

400 Hunt Valley Road

New Kensington, PA 15068

PH: 866-533-3724, ext. 2269

lfinney@polyconceptna.com