

News Release

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For Immediate Release

ZWO Picks Up National Collegiate-Apparel Account in The Game

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ZWO [formerly Woodward & Zwolinski]

has been awarded the strategy and marketing for The Game's new apparel launch to collegiate bookstores in the Fall of 2013. The Game is a sports headwear and college sports fan apparel company founded by sporting goods icon Neil Stillwell. Recognized for "The Bar" and "The Circle" signature designs, and for its superior quality and tradition, The Game provides official headwear for nearly a thousand college teams. The new collegiate sports fan apparel line includes a collection entirely manufactured in the United States called American Threads.

"The Game has such a rich heritage of passion for sports and classic design and those attributes immediately caught our attention," says Tina Zwolinski, CEO. "One of ZWO's areas of expertise is the youth and collegiate market, and sharing The Game's story with that audience is a real privilege for ZWO."

"The Game has also always been willing to take innovative risks, to push the frontiers of collegiate headwear and apparel. Their hats were the first on college coaches' heads. And this year, with American Threads, The Game is one of the first collegiate headwear and apparel companies to launch an American made collection. So we have an inspiring, bold story to tell as well."

Along with offering its strategic counsel and marketing direction, ZWO will design and produce The Game's social media campaigns, online and print advertising, in-store signage, stadium displays, brand ambassador program, cause-connections, and Game Day experiences.

ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. We work to transform our

clients' customers into communities of thoughtful, involved, passionate brand advocates. ZWO accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international clients has allowed it to serve clients in diverse industries, including apparel, student housing, retail, sports, events, youth, and non-profit segments. For more information on ZWO visit <http://www.betalkable.com> or contact them at 864.630.6670.

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