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FOR IMMEDIATE RELEASE

Guardian Wear Co. Names BC Group Agency of Record

The new sports wear company has retained BC Group for efforts to launch two product lines, e-commerce web site, and collaborative/fundraising initiative

Harleysville, PA – September 26, 2007 – BC Group, a strategic communications and creative agency, has been named Agency of Record by Guardian Wear Co. (Souderton, PA) to provide marketing strategy, creative concepts, advertising and PR recommendations; execute interactive-viral-social marketing analysis and planning; cultivate corporate philanthropy partnerships with like-minded organizations and foundations; handle event planning and publicity; and build and launch an e-commerce web site featuring product lines of sports and swim wear.

Guardian Wear Co. was established earlier this year to answer consumer demand for high-performance sports wear at affordable prices. The company's athletic apparel and team wear product lines for water-based and land-based sports, SURFTUFF® and TURFTUFF® respectively, are an affordable alternative for budget-conscious athletes, teams, and families. Company and product information is available at www.everyoneplays.com.

“Launching and marketing a new company has been an exciting challenge and we continue to rely on BC Group for strategy, expertise, creative execution, and collaborative partnerships. It's a dynamic relationship that we anticipate growing as our company grows,” said Rich Patterson, vice president of Guardian Wear Co.

“BC Group has been insightful, inventive, and tenacious in developing win-win collaborative opportunities for Guardian Wear and the Philadelphia Soul,” explained Liam Weseloh, director of corporate partnerships for the Philadelphia Soul, a team in the Arena Football League (AFL). “Their efforts helped generate a lot of buzz at our Summer Slam event while raising hundreds of dollars in donations to The Philadelphia Soul Charitable Foundation.”

About BC Group

BC Group (Bergey Creative Group) is a strategic communications and creative agency. Since 1994, the company has created effective marketing campaigns and produced world-class design to help clients improve brand, increase sales, generate awareness, and advance positions in the marketplace. Headquartered in Harleysville, Pennsylvania, BC Group serves clients locally and nationwide. To learn more, visit www.bcgrouponline.com.

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