



GREATNESS
IS WITHIN

BRAND HISTORY

THE PREEMINENT BRAND IN BOXING SINCE 1910,

Everlast is a global leader in the design, manufacturing, licensing and marketing of authentic boxing, mixed martial arts and fitness related sporting goods equipment, apparel, footwear, and accessories.

From heavyweight champion Jack Dempsey and middleweight legend Sugar Ray Robinson to the undisputed middleweight champion Jermain Taylor and UFC heavyweight champion Randy Couture, Everlast is the brand of choice for generations of world champion professional athletes.

Built on a brand heritage of authenticity and individuality, Everlast is a necessary part of the lives of countless athletes and fitness enthusiasts who train, compete and live an active lifestyle.

FOUNDED BY JACOB GOLOMB IN BRONX, NY

1910

FIRST ENDORSEE, JACK DEMPSEY, WINS HEAVYWEIGHT TITLE

1919

CASSIUS CLAY DEFEATS SONNY LISTON IN THE 7TH ROUND TO WIN THE HEAVYWEIGHT TITLE WEARING EVERLAST

1964

MUHAMMAD ALI KNOCKS OUT GEORGE FOREMAN TO REGAIN THE HEAVYWEIGHT TITLE WEARING EVERLAST AT THE "RUMBLE IN THE JUNGLE"

1974

IRON MIKE TYSON, WEARING EVERLAST, BECOMES THE YOUNGEST HEAVYWEIGHT CHAMPION IN HISTORY

1986

ACTIVE APPAREL GROUP PURCHASES EVERLAST & GOES PUBLIC

2000

EVERLAST ENDORSEE JERMAIN TAYLOR DEFEATS BERNARD HOPKINS TO BECOME THE UNDISPUTED MIDDLEWEIGHT CHAMPION OF THE WORLD

2005

IBML ACQUIRES EVERLAST

2007

EVERLAST SIGNS FIRST MMA ENDORSEE, UFC CHAMPION RANDY COUTURE

2008

EVERLAST'S 100 YEAR ANNIVERSARY

2010



BRAND FOUNDATION

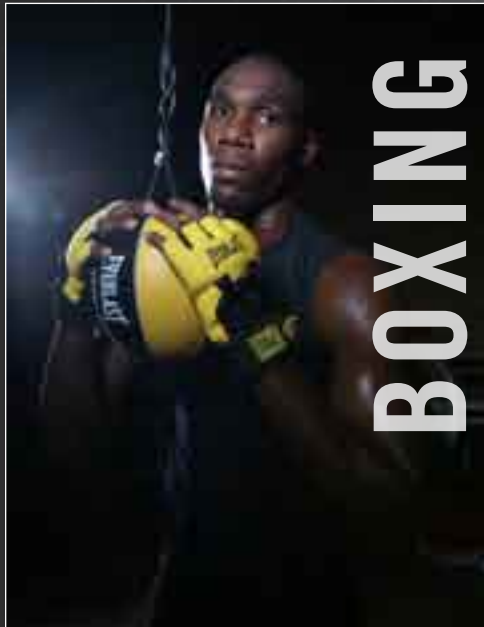
VISION TO UNLEASH STRENGTH & DETERMINATION
IN EVERY INDIVIDUAL

MISSION The Everlast brand is built upon strength, dedication, individuality, and authenticity. We aspire to be a necessary part of the lives of consumers who train, compete, and live. We build boxing and consumer products for an active lifestyle. Our rich heritage and brand equity fuels our ability to meet this aspiration.

ETHOS STRENGTH
DEDICATION
INDIVIDUALITY
AUTHENTICITY



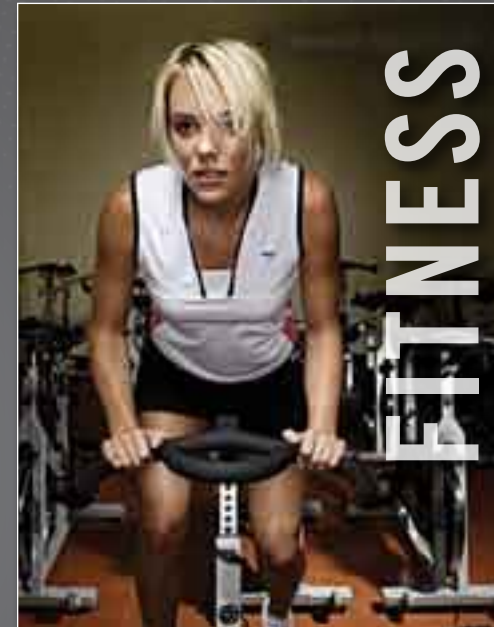
BRAND POSITIONING



OWN THE
RING



OWN THE
CAGE



OWN THE
GYM



BRAND ARCHETYPES



MICHAEL

FITNESS ENTHUSIAST

AGE RANGE 25-39

INCOME \$50-100K

EDUCATION College Graduate

GENDER M/F 50/50

GEOGRAPHY Suburban

ETHNICITY 33% Caucasian 33% African American 33% Latino

CHARACTERISTICS General consumer; typifies the market; goal is general health, fitness and weight management.



REX

TRAINER

AGE RANGE 25-39

INCOME \$50-80K

EDUCATION Some College / College Graduate

GENDER M/F 55/45

GEOGRAPHY Urban and Suburban

ETHNICITY 33% Caucasian 33% African American 33% Latino

CHARACTERISTICS Influencer; motivated individual; culture dominates lifestyle.



BRIAN

YOUNG ADOPTER

AGE RANGE 16-22

INCOME \$0-35K

EDUCATION High School / College

GENDER M/F 60/40

GEOGRAPHY Suburban

ETHNICITY 33% Caucasian 33% African American 33% Latino

CHARACTERISTICS Historically physically active through organized sports, and is also embracing fitness pursuits to stay in shape and look good.



DONALD

GYM ACHIEVER

AGE RANGE 25-59

INCOME \$100K+

EDUCATION College Graduate

GENDER M/F 80/20

GEOGRAPHY Suburban

ETHNICITY 50% Caucasian 50% African American

CHARACTERISTICS Highest level of personal fitness possible; a true gym enthusiast; "competes" against himself; influential role model in the gym.



BARBARA

ME-TIMER

AGE RANGE 30-59

INCOME \$150K

EDUCATION College Graduate

GENDER M/F 50/50

GEOGRAPHY 50% Urban 50% Suburban

ETHNICITY 33% Caucasian 33% African American 33% Latino

CHARACTERISTICS Uses fitness to promote health and energy; fitness pursuits are "me-time"—the chance to unwind and relax.



MARKETING, PR & SPONSORSHIP

EVERLAST ENDORSED ATHLETES

BOXING

- MUHAMMAD ALI [HEAVYWEIGHT LEGEND]
- JERMAIN TAYLOR [MIDDLEWEIGHT CHAMP]
- PAUL WILLIAMS [WELTERWEIGHT CHAMP]
- JUAN DIAZ [LIGHTWEIGHT CHAMP]
- DEONTAY WILDER [OLYMPIC BRONZE MEDALIST]
- TEDDY ATLAS [COMMENTATOR]
- USA BOXING
- GOLDEN GLOVES
- PAL BOXING

STRATEGIC GYM PARTNERSHIPS



PRODUCT INTEGRATION



MMA

- RANDY COUTURE [UFC LEGEND]
- GRAY MAYNARD [UFC LIGHTWEIGHT]
- JAY Hieron [WELTERWEIGHT]

RANDY COUTURE



PUBLIC RELATIONS



SEAN 'DIDDY' COMBS



EMINEM



MARIO LOPEZ



RALPH LAUREN



TORI SPELLING



100 YEAR ANNIVERSARY

FOUNDED IN 1910

CELEBRATING 2010

LAUNCHING FALL '09 WITH
MUHAMMAD ALI COBRANDED
COLLECTION



PRINT AD



CO-BRANDED PRODUCT

PRODUCT / CATEGORY OPPORTUNITIES



THE TECHNOLOGY OF TOUGH

EVERCORE™



EverCool™
Stay cool under pressure.



EverDri™
Banish sweat from your body.



EverFresh™
Sweat without smelling like it.

ADDITIONAL TECHNOLOGIES



EverGEL™
State of the art protection.



PROTEX
Revolutionary wrist protection.



FLEX
Move better. Perform better.



Compress-X
Strength that goes the distance.



U.S MARKET PENETRATION 5000 STORES NATIONWIDE



80% MARKET SHARE IN BOXING EQUIPMENT CATEGORY



THE **EVERLAST** SHOP
AT PARAGON SPORTS

EVERLAST FLAGSHIP STORE



GLOBAL REACH

42 GLOBAL LICENSEES

- BOXING & MMA EQUIPMENT
- HAND-EXERCISE EQUIPMENT
- MEN'S APPAREL
- WOMEN'S APPAREL
- CHILDREN'S APPAREL
- FOOTWEAR
- SOCKS
- UNDERWEAR / LOUNGEWEAR
- EYE WEAR
- HEAD WEAR
- BAGS
- NUTRITIONAL PRODUCTS



■ LICENSEE COUNTRIES

NORTH AMERICA

LATIN AMERICA

EMEA

ASIA / PAC



BRAND TRADEMARKS



COMPOSITE LOGO



AUTHENTICS LOGO



E-CON

G R E A T N E S S I S W I T H I N TM

TAGLINE





EVERLAST
