

Sideline Apparel Enhances Product Inventory to Include New Hot Ticket LeBron & Jordan Apparel Collections

New Jordan Apparel and LeBron limited editions now at SidelineApparel.com

(Marshall, TX) March 25, 2008 – www.SidelineApparel.com, a leading retailer of sports apparel and NBA jerseys, today announced the expected arrival of new limited edition Nike Air Zoom LeBron V series, new items from the Jordan Apparel collection as well as the highly acclaimed Nike Air Jordan Retro 1 editions.

Fashioned with comfort, style and durability in basketball inspired lifestyle shoes, the Nike Air Zoom LeBron V series and the Air Jordan Retro 1 bring basketball legends to the forefront of basketball fans wardrobe fashions. Featuring full-grain and synthetic leathers and cushioned linings these shoes offer a plush and minimal seam ride that speaks to comfort and performance.

In addition to the newly added lines of shoes, SidelineApparel.com has also stocked its inventory with the latest collection of Jordan Apparel favorites including Jordan T Shirts, shorts, Jerseys and sandals. Sideline Apparel offers significant savings on a diverse selection of sports apparel and shoes as well as jerseys, hats, sweatshirts, jackets and apparel for men, women and kids.

"We've had a number of customers request these items and we're pleased to announce their arrival," said Nathan Dean, spokesperson for SidelineApparel.com. As inventory has just come in, orders for the Jordan Retro 1 shoes will not ship prior to March 29th - this however has not stopped many orders from being placed. "With the popularity of this shoe, it is no surprise that orders are already coming in," Dean concluded.

The company has developed relationships with manufacturers over the last 18 years and as a result, limits their suppliers to only those that guarantee their products are 100% authentic. Offering a complete line of replica jerseys, throwback jerseys and authentic NFL Jerseys, MLB jerseys, NBA or NCAA jerseys, SidelineApparel.com strives to bring spectator spirit to fans everywhere.

Customers can not only benefit from the reduced prices that SidelineApparel.com offers, but many receive a bonus savings advantage with the "Any Size - Same Price" offer. Many stores charge more for larger sizes, whereas Sideline Apparel charges one price regardless of size. For more information on SidelineApparel.com or to start saving on athletic shoes, jerseys and sports apparel, please visit <http://www.SidelineApparel.com>.

About Sideline Apparel

Sideline Apparel was established in 1989 as a retail location located inside of a shopping mall. In 2003, the company began selling sports apparel and pro sports jerseys nationwide with the launch of SidelineApparel.com. Providing the best selection of NFL jerseys, MLB Jerseys, NBA Jerseys and NCAA jerseys and apparel, SidelineApparel.com ensures quality and affordability. Privately held, the company is headquartered in Marshall, Texas. For more information, please visit www.SidelineApparel.com.

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