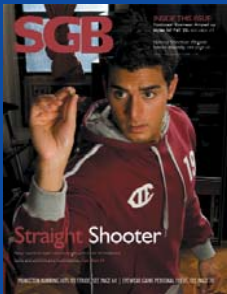


# SGB

THE BUSINESS OF SPORTS



ISSUE	EDITORIAL FEATURES	SECTION	EYE ON	BONUS DISTRIBUTION	AD CLOSE	MAT CLOSE
Jan	<b>Snow Sports</b> <ul style="list-style-type: none"> <li>• Licensing</li> <li>• Snow Sports</li> <li>• Licensing</li> <li>• Sport Optics</li> <li>• Team Sports</li> <li>• Sports Medicine</li> </ul>		Fiber/Fabric Apparel Footwear Team	The Super Show OR Winter Market SIA	12/5/05	12/12/05
Feb	<ul style="list-style-type: none"> <li>• Performance Apparel &amp; Gear</li> <li>• Sports Accessories</li> </ul>	Footwear	Fiber/Fabric Team Eyewear	WSA MAGIC	1/5/06	1/11/06
Mar	<ul style="list-style-type: none"> <li>• Women's Market</li> <li>• Yoga/Alternative Fitness</li> </ul>		Apparel Headwear Table Games		2/6/06	2/10/06
April	<ul style="list-style-type: none"> <li>• SGB CityFile: Top Sport DMAs</li> </ul>		Apparel Footwear Fiber/Fabric		3/6/06	3/13/06
May	<ul style="list-style-type: none"> <li>• Retail Technology</li> </ul>	Footwear	Footwear Triathlon Sport Bags	NSGA Mgt. Conference	4/5/06	4/12/06
June	<ul style="list-style-type: none"> <li>• SGB Retail Top 100</li> </ul>		Watches Fiber/Fabric		5/8/06	5/12/06
July	<ul style="list-style-type: none"> <li>• Most Valuable Sports Brands V</li> </ul>		Team Apparel Tennis		6/12/06	6/13/06
Aug	<ul style="list-style-type: none"> <li>• Performance Apparel &amp; Gear</li> </ul>	Footwear	Team Fiber/Fabric Tennis	WSA OR Summer Mkt. MAGIC	7/6/06	7/12/06
Sept	<ul style="list-style-type: none"> <li>• Action Sports—Surf &amp; Skate</li> </ul>		Sunglasses Footwear Swim Accessories	ASR	8/7/06	8/11/06
Oct	<ul style="list-style-type: none"> <li>• The Retail Report Card</li> </ul>		Apparel Footwear Fiber/Fabric	SGB Industry Forum XV	9/7/06	9/13/06
Nov	<ul style="list-style-type: none"> <li>• Annual Retail Profile Issue</li> </ul>	Footwear	Apparel Accessories	Elite Running Conference	10/5/06	10/11/06
Dec	<ul style="list-style-type: none"> <li>• What's Next: Industry Forecast</li> <li>• Performance Underwear/Base Layers</li> <li>• SGB Trendsetter Nominees</li> </ul>		Fiber/Fabric Team Eyewear		11/6/06	11/10/06

FULL COLOR RATES	1X	3X	6X	12X
Full page	\$13,130	\$11,810	\$10,890	\$10,240
Junior page	10,890	9,810	9,050	8,500
1/2 page	9,840	8,860	8,170	7,680
1/3 page	7,880	7,090	6,540	6,140
1/4 page	5,780	5,200	4,790	4,500

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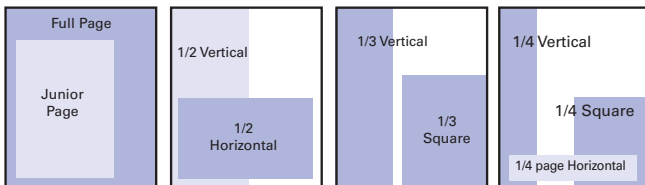
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**PAGE SIZES**



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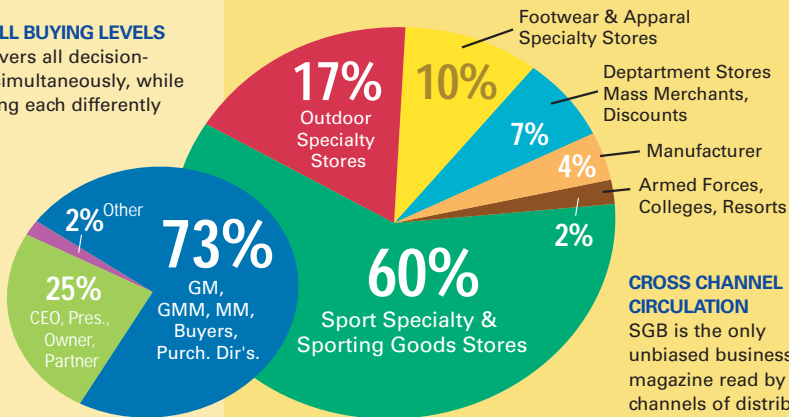
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Full Page (bleed) .....	10-3/8" x 13-1/4"	1/3 Square .....	5-5/8" x 5-7/8"
Trim .....	10-1/8" x 13"	1/4 Page Vertical .....	2" x 12"
Full Page (no bleed) .....	9" x 12"	1/4 Page Square .....	4-3/8" x 5-7/8"
Junior Page .....	6-7/8" x 9-7/8"	1/4 Page Horizontal .....	9" x 2-7/8"
1/2 Page Horizontal .....	9" x 5-7/8"	Spread (bleed) .....	20-3/4" x 13-1/4"
1/2 Page Vertical .....	4-3/8" x 12"	Spread (no bleed) .....	19" x 12"
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SPORTS REPORT
FIBER/FABRIC

presented by Taylor

## Faytex Rides Into Apparel Market

11/17/2008/Charlotte, N.C. News Reporters by Taylor

**S**portswear giant Faytex is riding into the apparel market with a bang. The company, which has been in the business of manufacturing performance fabrics for over 20 years, is now expanding into the apparel market. The company's first apparel line, the "X-Factor" line, is set to launch in the fall of 2009. The line features a variety of performance fabrics, including moisture-wicking, UV protection, and odor resistance. The company's CEO, Steve DeShurt, says the company is excited to enter the apparel market and to provide high-quality performance apparel to athletes.



**DeShurt Was X-Factor In Cycling Deal**

Steve DeShurt, CEO of Faytex, is a former professional cyclist. He has used his experience in the sport to create performance apparel for cyclists. The company's "X-Factor" line is designed specifically for cyclists and features a variety of performance fabrics, including moisture-wicking, UV protection, and odor resistance. DeShurt says the company is excited to enter the apparel market and to provide high-quality performance apparel to athletes.



## It's a Wrap!

Hydroxyl Solvents  
Dissolves Old  
Coatings & Paints

**A** new line of hydroxyl solvents is set to launch in the fall of 2009. The solvents are designed to dissolve old coatings and paints, making them easier to remove. The solvents are made from natural ingredients and are safe for the environment. The company's CEO, Steve DeShurt, says the company is excited to launch the new line of solvents and to provide a safer and more effective way to remove old coatings and paints.



## FAV-Q&A: FIVE QUESTIONS WITH TAYLOR

**Q:** How do you see the sports apparel market in the future?

**A:** I see a lot of growth in the sports apparel market in the future. I think there will be a lot of new products and brands entering the market. I think the market will continue to grow and I think there will be a lot of opportunities for companies like Faytex.

**Q:** How do you see the hydroxyl solvents market in the future?

**A:** I see a lot of growth in the hydroxyl solvents market in the future. I think there will be a lot of new products and brands entering the market. I think the market will continue to grow and I think there will be a lot of opportunities for companies like Faytex.

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**CONTACT INFORMATION**

Company Name	FAYTEX	Address	11111 Highway 101, Suite 100, Charlotte, NC 28226
Phone	(704) 541-1111	Fax	(704) 541-1112
Website	www.faytex.com	Email	info@faytex.com

**FAV-MOUS FIRSTS: A BRIEF HISTORY OF FAYTEX CORP.**

1978	1981	1985	1988	1992	1996	2000	2001	2002
First U.S. patent for moisture-wicking fabric	Expanded into Europe	First U.S. patent for odor-resistant fabric	First U.S. patent for UV-protective fabric	First U.S. patent for moisture-wicking fabric	First U.S. patent for odor-resistant fabric	First U.S. patent for UV-protective fabric	First U.S. patent for moisture-wicking fabric	First U.S. patent for odor-resistant fabric

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