

FOR IMMEDIATE RELEASE

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FINALLY!

When you're Hot you're HOT!

NEW BRUNSWICK, N.J. – The Scarlet Knights are gearing up for a brand new season, tearing up the field and ready to tackle the competition for another title-winning season.



To celebrate the success of the Scarlet Knights on their first championship season, Rutgers University is now offering to their loyal fans, the latest and most innovative Sideline apparel. This fan gear will battle that cold, wet winter weather and keep you cheering the Scarlet Knights to another victory. You'll revel in **StadiumWrap's** comfort, be it rain, snow or sleet as the Scarlet Knights charge their way through another record-setting season in a **stadium-wrapped** sea of red fans.

Rutgers University is rolling out an exclusive Scarlet Knights edition of The Stadium Wrap™ - a patented, innovative, ripstop nylon backpack that converts to a full length cape with a built-in seat cushion. Easy to carry, all fans have to do is unfold the pack and the StadiumWrap™ becomes the ultimate fan gear that keeps you in total comfort for an optimum game-viewing experience.

"I think fans will love it...it's your blanket, raincoat, stadium seat and backpack all in one, and it's not much more than the price of a hooded sweatshirt," says manager Cindy Rivers of the Rutgers Student Cooperative Store on Lipman Drive in New Brunswick, N.J. "Rutgers fans can check out our website at www.co-opbookstore.com to order their own StadiumWraps here."

The StadiumWrap provides full protection from the elements of Mother Nature and features a patented built-in seat cushion that will always be in place to protect you from those wet, slippery bleachers. Fans will never have to be concerned with anything but the game, as the StadiumWrap™ will keep them warm, dry and comfortable with the seat cushion always in place.

"It's a great idea," Rivers said. "I wish I would've thought of it."

Now, fans can show their Scarlet Knight support and team spirit with the Scarlet Red StadiumWrap™.

"It has the Rutgers 'R' on the back," Rivers said. "So, if you take it to [another] game, everyone will see the Rutgers logo and know you're a fan."

Rutgers University also stocks StadiumWrap's companion product, the Mighty Muff™. The hottest cheering gear anywhere, fans can keep their hands in it to stay warm, then twirl it to cheer on the Scarlet Knights. So, when the Scarlet Knights pounce on Louisville again this season, fans will have something else to twirl besides those silly towels.



Any fan who wants to truly focus on the action will take this Rutgers-branded hand warmer to every game, and it costs about the same as one cup of stadium-priced hot chocolate.

Suggested Retail on the Stadium Wrap is \$60 to \$75 US, while the Mighty Muff's suggested retail runs from \$15 to \$20.

To order, visit www.stadiumwrap.net or call the StadiumWrap office at (201) 505-9090.

This ain't your ordinary baseball cap!