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ACCESSORY SPORTS LAUNCHES ATHLETIC BAG TAGS

Woman-owned business debuts innovative product line made of genuine ball material at Tailgate-Picnic Show with appearances by Leon Lett, Jr. (NFL) and Valeri Bure (NHL)

PLANTATION, Fla. – Accessory Sports, LLC., announces the debut of Athletic Bag Tags at the 2008 Sports Licensing & Entertainment Marketplace Tailgate-Picnic Show in Las Vegas, Jan. 16-18, 2008. Accessory Sports will be featured in the Tailgate-Picnic Show (booth space 1688) at the Sands Expo Center.

“Accessory Sports is the culmination of a life-long vision of mine,” said Lisa Kasten, Chief Executive Officer. “I wanted to create a product made of quality, authentic materials and suitable for the rigors of travel or athletic play while also serving as a fund-raising tool for charities and events. The support of Accessory Sports and our products by athletes, such as Leon Lett, Jr. and Valeri Bure is a dream come true.”

Booth Appearances:

Valeri Bure began his career in the National Hockey League after being selected by the Montreal Canadiens in the 1992 draft. Bure played more than 12 seasons in the NHL for clubs including the Calgary Flames, Florida Panthers, St. Louis Blues and Dallas Stars.

Leon Lett, Jr., 10-year veteran of the National Football League, is best known for the nine years he spent as a defensive tackle with the Dallas Cowboys. A Pro-Bowl selection in 1994 and 1998, Lett also has three Super Bowl titles as No. 78.

Product Information:

Athletic Bag Tags are created using authentic ball materials. As such, they are high-quality products that appeal not only to sports enthusiasts, but to autograph collectors and organizations interested in providing fans and guests with a unique collectible souvenir. Athletic Bag Tags are available in the following designs: baseball, basketball, football, poker cards, poker chips, soccer ball, tennis ball and more. A complete list of designs and samples will be available at the Accessory Sports booth.

Athletic Bag Tags have already been purchased by: Field of Dreams, a division of Dreams, Inc.; First Serve Organization; IMG Skating with Ice; IMG Sony-Ericsson Open; Michael Irvin’s PlayMaker Foundation and Charities, Inc.; and World Poker Tour Boot Camp.

Accessory Sports website, www.accessorysports.com, launches Friday, January 11, 2008, with images of the available products. The website also offers buyers the opportunity to make direct contributions to various sport-related charities. When the purchase is made, it is possible for a portion of the proceeds generated by the sales of the Athletic Bags Tags to be donated to charitable organizations such as First Serve and PlayMaker Charities and Foundations.

Accessory Sports, LLC., was created in April of 2007 by Lisa Kasten. Kasten’s career in sales and marketing and efforts in sports volunteer work led her to create products that re-sold as a money-making venture by non-profit foundations and organizations within the sports genre. Athletic Bag Tags includes product lines with professional/team sports and recreation sports as well as a line of poker accessories. All of the products in the Athletic Bag Tags line are made with authentic ball materials.

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