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January 2002

Welcome to Motionwear Basics 2002!

We've kept our winning formula, combining the best fabrics, colors, and styles into a wide range of outstanding products that offer superior value and nearly endless variety. Here are just a few highlights.

We're not all squares!

And our swatches aren't either. The fabric and color swatches in Basics 2002 have a charming homemade touch to them. The swatch company failed to meet our production deadline, so we did the sticky job ourselves, adhering 90,000 little swatches to the catalog's fabric page. (All done with tender loving care, of course.) Please take extra time to thoroughly peruse and enjoy the fabulous color selection for 2002! (Don't miss the four new Silkskyn colors and two new Tencel hues.)

What's more important than color? Black!

The Monday to Friday Basic Black program is still going strong. When the weekend rush leaves you out of stock, get a fast refill by the following Friday! That way, you won't miss out on any sales the following weekend. Send us your fill-in order for anything in Basic Black by 5pm Monday, we'll make it and ship it to be in your store that Friday. Monday Black orders ship UPS 2nd Day Air. Black products start shipping every day in the second quarter - stay tuned!

Nicer prices!

See the Basics price list for "Shorts & Pants Special Black Cotton Pricing". You'll find ten selections in black cotton shorts and pants that offer extra value. We even lowered the average price of black cotton pants and shorts by a dollar!

Our price-setter also whittled down the average cost for "Skating & Skirted Leotards" in Cotton, Silkskyn, and Kouperstitch. (He must have done it with his skate blades.) These are beautiful, long-lasting Basics, so be sure to add them to your skate section.

Hyped-up hanger appeal.

While halter styles and asymmetric looks are all the rage, they tend to droop and sag on the hanger. We've taken care of the problem by adding clear hanger straps on all strappy, open shoulder styles. The straps can be cut off by the wearer, so now our trendiest styles look great both on the body and on the sales floor!

Extra goodies.

In plus sizes we now offer sixteen styles! Our selection includes tops, pants, shorts, leos, and unitards. You will also find many more items available in Tencel for 2002, including the complete line of tops, pants, gymnastics styles, unitards, and skate dresses.

Beyond basics.

Our Fall and Spring II catalogs are chock full of an amazing selection of styles, colors, and fabrics that only Motionwear can deliver! We can't even begin to adequately describe the new lines in this space; you'll have to experience them for yourself. Make an appointment with your Motionwear sales rep to see the line first-hand, and be sure to place your orders early!

Best wishes for a successful year in Motionwear!




MOTIONWEAR®

SPRING & HOLIDAY II 2004 NEWSLETTER

Spring 2004

A fresh start, a new look, the anticipation and wonder of a new day — the Motionwear Spring 2004 collection tells a story in color and texture. Spring fashions paint a landscape of pastel meadows in luscious juicy fruit colors. Butterflies dance, flowers bloom, a cool morning mist blankets the earth with dew drops. All is soft, feminine, sweet, and lovely.

Fancy backs and flattering new camisole styles perfectly complement the colorful scenery. Snazzy windmill backs and ladder-back looks jazz up the lines in leotards and tops, while the new Wide Strap Camisole Leotard collection offers a whole new experience based on comfort and simple beauty.

Spring Mist, Butterflies 'n Blooms and Spring Splash brighten the palette with vivid hues in soft, solid color fabrics.

Plus, there's plenty of glitz, glitter, sparkle and shine with Sparkle Mosaic, Taffy, Aqua Crystals, and Dew Drops.

Holiday II 2003

Sheer Illusion is a feel-good fabric you've got to see to believe. Tactel and Lycra fibers are blended for a soft, stretchy, durable mesh that snuggles up to the skin. Sheer Illusion offers lightweight comfort with a subtle transparency that's perfect for layering.

Hoppin' Tops add just the right touch of attitude. In short sleeve, cap sleeve, and sleeveless styles there's a fit for everyone. Shorts and clamdiggers for dance, cheer, and gymnastics complete the look.

Don't miss the holiday shirts at the back of the catalog. We've included tops for dancers and their moms! These styles start shipping November 10, so order early for the fastest delivery!

The Fashion Pages

Motionwear is getting attention with a series of national ads in the most popular dance and gymnastics journals. You'll want to have these styles in store when the ads hit!

Magazine	Issue
Dance Teacher	December
Dance Spirit	January

Featured Styles:
 7133 Mesh Ankle Tights
 7177 Loose Mesh Pants
 2136 Mesh Shoulder Leo
 2265 2-Tone V-Back Leo

Simple classics go modern in Sheer Illusion, a Tactel® Lycra® opaque mesh. Soft stretchy, durable and breathable. You have to feel it to believe it.

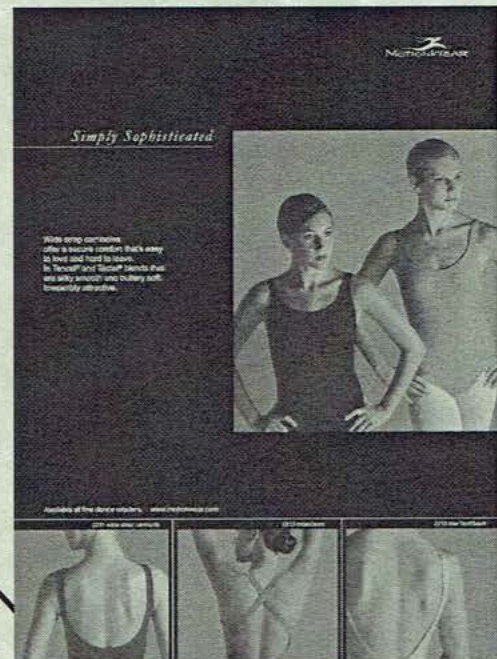
Magazine	Issue
Dance Retailer News	December
Pointe	December/January

Featured Styles:
 2211 Wide Strap Cami Leo
 2212 Wide Strap Lowback Cami Leo
 2213 Wide Strap Crossback Cami Leo


Wide strap camisoles offer a secure comfort that's easy to love and hard to leave. In Tencel® and Tactel® blends that are silky smooth and buttery soft. Irresistibly attractive.

Wide Strap Camisole leotards are available in the Spring Mist and Spring Splash fashion groups for Spring 2004.

The new wide strap camisole styles are based on a leotard made as a special favor by company founder Emily Wilson for her daughter. It turned out to be her all-time favorite – the most comfortable leotard she had ever worn. Our designers translated the “special favor” leotard into a collection of comfortable, classic designs made just for dancing.



Move Up To Motionwear



Motionwear serves up fun fashions in new fabrics with the best fit. Your gymnasts will love the looks. You'll be thrilled with the easy purchasing and extra profits. All around, it's a move you can't miss.

MOTIONWEAR

Carry Motionwear in your pro shop!
Call 1-800-809-2609
For a catalog and more information www.motionwear.com


Magazine
Technique

Issue
November/December

Motionwear serves up fun fashions in new fabrics with the best fit. Your gymnasts will love the looks. You'll be thrilled with the easy purchasing and extra profits. All around, it's a move you can't miss.



Move Up To Motionwear



Cutting-edge styles. High-gloss fabrics. Brilliant colors. The best all-around fit. Motionwear raises the bar with fresh looks that always turn in an outstanding performance.

MOTIONWEAR

Available in gymnastics pro shops nationwide www.motionwear.com

Magazine
USA Gymnastics

Issue
November/December

Cutting-edge styles. High-gloss fabrics. Brilliant colors. The best all-around fit. Motionwear raises the bar with fresh looks that always turn in an outstanding performance.

National statistics show that even more children are involved in gymnastics than in dance. Motionwear's complete gymnastics line provides a tool to help you build relationships with gymnastic facilities in your area. Our prepacks are always in stock, giving you a variety of fashion leos in the specific sizes you need with no waiting!

Motionwear Gymnastics Division products are now available to Authorized Motionwear Dancewear Dealers.

Spring and Holiday II booking deadlines

Order early for fastest delivery!

Holiday II – Order by October 24

Start Ship

November 10 Hoppin' Tops
 Sheer Illusion
 Fit for a Dancer's Mom

Spring – Order by December 24

Start Ship

January 5 Spring Mist, Sparkle Mosaic,
 Butterflies 'n Blooms
 February 1 Spring Splash, Taffy
 February 15 Aqua Crystals, Dew Drops

Dancin' Dolls outfits ship with each corresponding fashion group.
 Skate prepacks are available for immediate shipment.

More Fall Y'all

The Motionwear Fall 2003 fashion catalog is still current, and Fall styles are available for re-order. Best sellers from the Fall catalog include styles 2521 Pinch Front & Back Lowback Camisole Leo and 2526 2-Tone Pinch Front Camisole Leo, both in Black Brushed Meryl. In the popular Felicity group, top sellers were style 4354 Cap Sleeve Crepe Skirt Leo and 2327 Petal Sleeve Leo. From the Fall II catalog, StreetWear shirts have been hot items. Style 1078, the pink & white Dance Princess Shirt is still in stock. Call or fax us today to place your order!

Motionwear offices are closed for the following holidays:



Holiday	Days	Dates
Thanksgiving	Thursday-Friday	November 27-28
Christmas	Wednesday-Friday	December 24-26
New Year's Eve & Day	Wednesday-Thursday	December 31-January 1

**Same day shipping
 on key items!**

**E-mail your orders to
orders@motionwear.com**



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MOTIONWEAR®

Fall II & Holiday 2002

The Fall II and Holiday collection reflects the scenery of a winter wonderland. Like a walk through a fairy tale book, as you turn the pages past each grouping you will find yourself on a promenade through a series of snow-covered landscapes. Snow falls like glittering confetti, lending the festive atmosphere of *Party Time*. *Northern Lights* glisten in the cold frost, amidst the blue-black of a starry night. Snow flocks the tips of evergreen branches, softening the prickly edges and adding *Twinkles* to the dark trees. Moonlight spills onto snow-covered hills, frosted and twinkling like *Pretty Diamonds*.

Moving on, you come across a vision of *Fire and Ice* — first the crackling hot red and gold glow of a bonfire, then the cool icy green and blue surface of a frozen pond nearby. Scribbled lines etched by skate blades circling and crossing over the ice inspire a design of *Doodles*. Your gaze turns back toward the clear night sky, its black expanse filled with constellations of *Jitterbug* and *Bebop Stars*, their hazy twinkles sparkling in diamond shapes of *Ambrosia*.

A north wind blows down from the sky across the snow, leaving behind a cascade of ripples called *New Wave*. Dawn breaks over the horizon, pouring a *Star Struck* wash of soft pink sunlight and lilac shadows across the glistening blanket of white. Then the colors deepen into the brilliant frosty blue and sun-hot magenta of *Jazzmatazz*. The dazzling colors and rich textures take your breath away as you stand in the crisp, cold air and marvel at the sights.

This season, let the Motionwear collection work its magic for you!

June 2002

**Holiday glitz,
shimmer, and shine!**

**New styles
steal the show**

**Fabric finishing
techniques**

What's New?

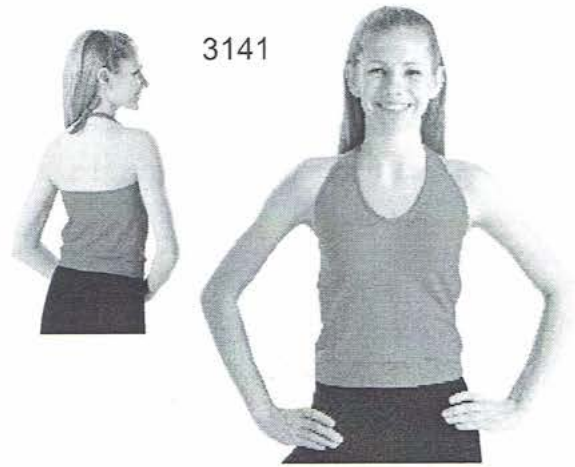
Fall II & Holiday Fashion	1
New Styles	2
Special Fabric Feature	3
Motionwear News	4

Fall II and Holiday 2002 package includes:

- Newsletter
- Holiday Catalog
- Holiday Insert
- Fall II Flyer

Trendsetters

Take a peek at the latest fashions from Motionwear. Ruffles, halter styles, crossover fronts, and distinctive back treatments lead the trend toward unique details and more feminine styling. We've pulled together all the new styles right here for you to preview – look for these in the Fall II and Holiday catalogs!



3141

2030
High Neck Open
Back leotard



3154
X-O Back
Camisole Top



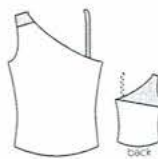
3158
2-Color
Camisole Top



2141
Tie Halter
Leotard



3157
One Shoulder
Top with Insert



3410
Crossback
Tank Top



2310
Ruffle Wrap
Leotard



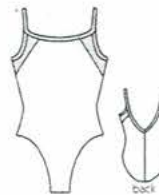
2613
Camisole Wrap
Leotard



3141
Tie Halter
Blouson Top



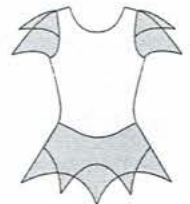
2558
2-Color Camisole
Leotard



4827
2-Tone Circle
Back Gym
Leotard



4333
Crepe skirted
Fairy Dress



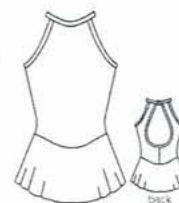
6923
M-front
biketard



8085
Cap Sleeve
Skirted
Leotard



8086
2-tone Open
Back Halter
Skirted
Leotard



8778
Low X-Strap
Camisole
Dress



Fabulous Fabrics—how do they do that?

Do you ever wonder how our glitzy, glamorous fabrics get that way? Glitter applications, embossed textures, and foil prints are three fabric treatments often used to create dazzling, colorful materials that are unique to Motionwear. In turn, great Motionwear fabrics make great Motionwear leotards **for glitter**. Four groups in our Holiday collection — Pretty Diamonds, Fire & Ice, Star Struck, and Jazzmatazz — feature glitter finishes on plush velvet Lycra. How does that glitter get on there and stick? First, special adhesives are applied. (That means glue!) A special roller in the chosen pattern moves across the fabric while the adhesive is “squeezed” out of the roller, transferring the design in adhesive onto the fabric. Then the glitter is “shaken” onto the fabric by a screening process. It sticks only where the adhesive is applied, thereby creating a beautiful glitter design. Three of the groups mentioned above have allover glitter designs, while Star Struck adds a checkerboard of stars.

Why does some of the glitter fall off? Well, think of it like spray paint. If you've ever spray painted something, you know how the object develops an extra coat of fine paint dust; you can wipe it off with a cloth. This “overspray” is made up of paint molecules that simply didn't stick. Glitter fabrics have that same charm. While plenty of glitter adheres to the fabric, there is always some excess that will eventually shed. Just imagine what the floor of the glitter fabric factory looks like!

Glitter comes in all shapes, sizes, colors, reflectivity, and softness. The key is to get the right colors in the right size pieces with the right coverage in a glitter that is soft. The Motionwear design team works to make sure we get it right for our customers!

Embossed and glossed. The curved teardrops in Northern Lights and the undulating ripples of New Wave exemplify embossed velours with glitter treatments. Embossing is a heat process involving steel rollers with the design set into them. As the heated rollers move across the

fabric—up to 500 yards at a time— the pattern is “burned” into the plush nap of the velour fabric. The fabric is then finished with an application of glitter. The result is a color-rich, textured, shimmering work of art.

Foiled again! Party Time, Jitterbug, and Bebop Stars are foil print fabrics. Imagine these as huge iron-on t-shirt transfers — 500 yards wide! It starts with pristine velour or nylon spandex material. Adhesive is applied, then a foil film is put on and left to cure for 10 days. Next the film's backing is peeled away, revealing the beautiful foil design.

The foil is actually made of polyester! It is usually silver-based with a colored tint added. It also comes in black or gold.

Party Time in the Fall II line uses an iridescent foil in a confetti pattern. For this group we used the foil print on both the plush velvet and coordinating crepe. This gives a continuous patterned look on skirted styles where the velvet bodice blends into a flirty, floaty crepe skirt. The Let's Dance group — Jitterbug and Bebop Stars — includes multi-color foil in star shapes and cobblestone patterns.

Technology has developed to improve adhesion and the variety of shiny metallic colors. As always, the challenge is to keep the foil from breaking when the fabric is overstretched. (Remember how older foil prints used to crack?) New foils with stretchable adhesives have been developed to minimize the breakage, but they don't yet have the brilliance of colors required for the dancewear market.

Fabric treatments are not limited to the three described above. Several other groups in our Holiday line have other special effects. Doodle Dandy works the same way as the foil prints but without the sheen of a metallic foil. Twinkles is a flocked cotton and crepe with glitter in the flocking. Ambrosia is a jacquard fabric with the design knitted right in. Altogether, these fabrics make for a great season.

When lightning strikes

Spring storms attacked the Midwest in May. During one of the thunderous downpours, lightning struck a tree near the Motionwear headquarters. Its trunk split and branches fell down, taking our power lines with them. Suddenly, it was awfully dark in the factory! There were tense moments while the branches sparked and smoked, launching fears of a full-blown fire emergency. Firemen arrived immediately on the scene but were unable to proceed until the power company took the "life" out of the downed lines.

Back inside the factory we took stock of the situation. Phone lines were running on batteries. Computers were out of commission. Sewing machines were silent. Fabric cutters were stopped. Probably worst of all, the sewer pumps were shut off along with the electricity, so bathroom facilities were off limits! This turned out to be an opportune time for workers to take their lunch breaks off-site, preferably at the nearest restaurant with available bathrooms.

Not knowing whether power would be restored within the hour or sometime the next day, we kept working. Generators replaced the phone system's dying battery packs. The skies cleared up, and long conference tables were moved outdoors where we set up temporary inspection stations. Inside, workers moved toward the windows to take advantage of the hazy daylight. A few brave souls worked by flashlight to clean out neglected areas of the storage rooms or sewing floors. (We're more organized than ever, now.)

It took four hours, but full power was restored and operations returned to normal. The whole exercise made for a truly exciting and unusual work day!

Our tap class doubled! It's hard to believe...

About one year ago, four women at Motionwear decided to get together on Monday nights after work for a little fun and exercise. They formed a tap class and began shuffle-stepping and toe-tapping in the dance studio on site. Lo and behold, there must have been something miraculous in those dance steps because this spring, each of those women had a baby! (One of the tappers never even made it to the first class, but she had a baby anyway.) Little Noah, Carter, Audrey, and Kaden are all happy, healthy, and of course they like to bounce up and down a lot. Perhaps you'll see them someday pictured in a Motionwear catalog. Meanwhile, the tap class has disbanded and the baby boom is over for now.



Holiday
bookings close
September 6!


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JUNE 1, 2001

What's new from Motionwear?

There's so much to see! Make an appointment now with your sales rep to view the Fall II and Holiday lines, plus the New Basics. See and feel samples of all the latest fabrics and styles. You'll soon find out why we're so excited to bring you this season's lineup. But watch out—the enthusiasm is contagious.

New SuperSoft fabric for Fall II!

Holiday Sparkles and Shines!

Strappy Styles and the V-Waist Pant added to Basics!

Fall II 2001

HOW SOFT IS SUPERSOFT?

The name says it best. SuperSoft is made with a new generation of nylon yarn called Eclon. The softness is actually built right into the yarn, so it's created before the fabric is ever knitted together. Most other "soft" fabrics are made that way by treating the knitted fabric with a brushed finish. The result is soft, but lends itself to pilling. With SuperSoft, the softness is in the yarn. Thus, it's a natural feature of the fabric — on both sides. SuperSoft is sturdy and will not pill! Its yarns also provide a wicking action to keep the wearer cool during strenuous activity.

SuperSoft comes in three heathered colors—Teal, Berry, and Plum—plus Black. These looks are made to function both in the classroom and as street wear. Once you've worn SuperSoft, you won't want to take it off!

What's New?

Fall II Fashion	1
Holiday Fashion	2
New Basics	3
ClassWear Colors	4
Other Notes	4

Holiday and Fall II 2001 package includes:

- Holiday and Fall II Newsletter
- Holiday Catalog
- Fall II Flyer
- New Basics Insert Page
- Updated Basics Price List

What's New?



HOLIDAY 2001

PLUSH VELOUR CLASSICS

Velours mean variety! This season's crop is awash in tropical hues of Atlantic Purple, Capri Pink, and Pacific Blue, plus Black. Style selections are combined with three different base fabrics:

Kouperstitch	Shiny Nylon Lycra® wears like iron and provides textural contrast when partnered with Velour. It's an excellent choice for gymnasts.
Velour	Solid Velour garments are made either tone-on-tone or as a base of Black accented with the color of your choice.
LycraSoft®	Six camisole leotard styles feature tonal combinations of Cotton bodies trimmed in matching Velour. Our Cotton is made with LycraSoft® for a softer, more comfortable stretch. Please note— <i>Camisole styles 2518 and 2539 were offered with Tencel® bodies in the Fall catalog, but will be made with Cotton for Holiday.</i>

HIGH-TECH TEXTURE

Motionwear continues to offer fashion forward, innovative Tactel® fibers and fabrics that play up the trends! The current interest in iridescent looks and geometric shapes is captured in Criss Cross and Prism. Both groups feature bold colors and subtle patterns. Shadows picks up the wave of camouflage, mixing bright blue or purple with black for a high fashion statement. These three groups coordinate well with Silkskyn or Velour pieces, making them easy to merchandise. Try them all!



COLOR & SHINE

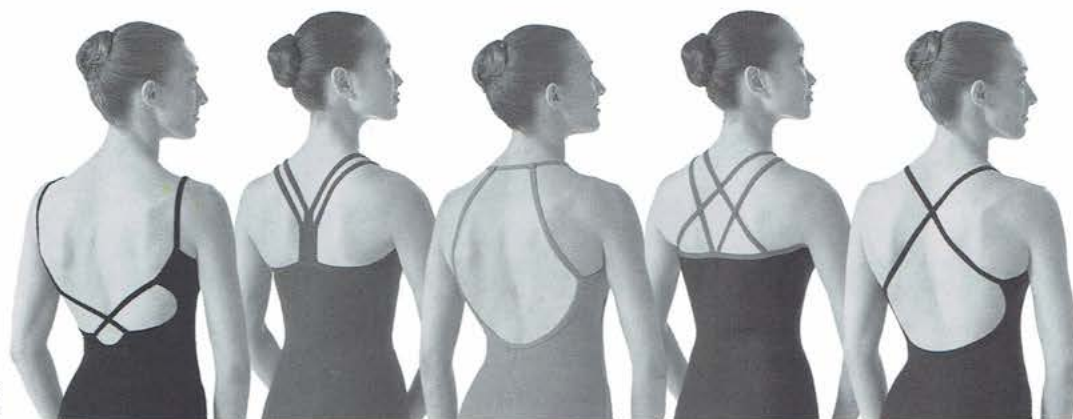
The holidays are all about sparkle, and Motionwear offers it in excess! Night Lights glitter brilliantly in hues of red, blue, and black. Other velours show off patterns of silver Snowflakes or a modern Goldrush. The glitter theme carries through to coordinating mesh accents with foil mist prints. Shimmer adds a touch of metallic in a weave that's unbelievably soft and comfortable. These groups literally shine with high style.



Showtime!

Plan ahead to make December recitals as easy as a summer breeze. The new Holiday line in particular is sure to be a hit with recital customers. We suggest that you order several garments to have on hand as sample costume pieces. With a little planning, we can make your next performance season a real success.

NEW BASICS



Strappy is in! You'll be "in", too, when you carry our New Basics styles. Nine strappy new styles add lots of back interest to our Basics line. We would tell you our favorite, but we truly love them all! These fashions are offered two ways. First, they come in all your favorite solid color Basics: Tencel®, Silkskyn, Cotton, and Kouperstitch. Second, they're available in color combinations featuring a black Tencel® or Silkskyn base with straps in contrasting colors. Altogether there are 57 different fabric possibilities!



New Basics are featured on page 9 of the Holiday catalog. We've also included a separate insert page for you to add to your current Basics 2001 catalog. Just paper clip the insert to page one; that way it will always be right where you need it.

Style 7163 is the new V-Waist Pant. Our designers put it through extensive testing until they were certain that the fit is not only fabulous—it's the best on the market. Try it in color 599 Black Pants cotton; it's a slightly lighter weight alternative that offers high quality at a very nice price.

New Basics styles are available for August delivery. All orders received by July 14th will ship the first week in August. Don't be without them this back-to-school season!



CLASSWEAR COLORS

Don't miss the ClassWear Colors sale flyer on its way to you this summer. If you like quality Basics at a discount price, then this sale is for you. We've put together an array of Cotton, Softer Suede, and Silkskyn colors in simple styles that are priced to sell. At Motionwear, we never sacrifice great fit, durability, or good looks, even for a fantastic value like this.

Sale runs June 4—September 15. Order in even 2's per size/style/color.

FALL COMES EARLY TO MANY STORES

We asked if we could ship early, and you said "Yes!". If you receive your Fall orders in late spring / early summer, then by back-to-school time you may already be out of stock on certain items. Don't worry! We'll be ready and waiting to handle your reorders. It's a good idea to take time during your next scheduled appointment with your rep to walk through your store together. Make a list of what you will need to reorder. Your sales rep can enter and send in your order right then. You'll be glad you did!

PRODUCTION GUIDELINES

Remember our general production and delivery guidelines: Basics orders (any products in the Basics catalog) received by Friday noon (Indiana time) are manufactured the following week and usually ship by Friday. Fashion and special orders are produced twice per month. Occasionally we'll run slower or faster—it depends on the weekly sales volume. Everything we make is manufactured to order.

THE POSTERS ARE COMING!

MOTIONWEAR FALL 2001 POSTER SERIES

In years past our posters and book covers have graced the bedroom walls, lockers, and schoolbooks of enthusiastic young dancers, gymnasts, and skaters nationwide. This year's collection promises to be just as exciting. Of course the best part is -- they're free! Use these handy promotional tools to make enticing giveaways or gifts with purchase.

Poster/book covers will ship in July. Quantities shipped will be based on the size of your Fall orders.

CALENDAR NOTES

Our offices will be closed Monday-Wednesday, July 2-4 in celebration of Independence Day. Happy 4th of July, America!




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● ——— Keeping your life in Motion!





2002 TEAM COLLECTION

DANCE • DRILL • CHEER • GUARD • POM • GYMNASTICS • SYNCHRONIZED SKATING • FLAG

Motionwear Team 2002 keeps your group moving in style and comfort with looks that perform under pressure. Whether you need good-looking Basics that stand up to the daily rigors of the practice field, show-stopping outfits for the championship performance, or convenient cover-ups for in between — Motionwear has you covered.

ALL OUT GLITZ

For shine and sizzle that add *oomph* to every routine, turn to Motionwear. **Night Lights**— It's patriotic, sparkly, and energetic in bold red and blue. Don't be without it in 2002. **Crystals**— Classic black and ivory make this a sophisticated group. Grab some attention this year, for all the right reasons. **Shimmer**— If you haven't seen this fabric under spotlights, then shade your eyes! The gleam from our gold and silver threads is dazzling. Match any of the six different colors with solid Silkskyn basics for a coordinated look.

A SOLID PERFORMANCE

Speaking of Basics, Team 2002 features four full pages with a complete showcase of tops, pants, shorts, skirts, leos, dresses, and unitards. Only Motionwear brings it to you in such an extensive array of fabrics. See the inside back cover for the full palette of Basics colors: Antron Lycra®, Cotton, Silkskyn, and Tencel. Show your team spirit in one (or several!) of our Color Block outfits. Vivid colors make the most of unique back treatments on tops and leos, or contrasting panels on shorts and pants. Choose GoWear for everyday workouts or for cover-ups in between performances. With six different pieces in soft, long-lasting black, GoWear can take you anywhere. For patterned looks you won't find anywhere else, see our selection of textured fabrics. The designs are knitted right in with Tactel and microfiber yarns, so these pieces look and feel terrific.

NEW IN 2002

We've added plus sizes in 19 styles! Our selection now includes sizes 1X and 2X in our most popular tops, pants, shorts, leos, and unitards. Plus styles have the **PLUS** symbol next to the style drawings. Look for other unique new styles throughout Team 2002.

In the bottom corner of the back cover is space for you to stamp your store name, address, and phone number. Let your customers know where to go for Motionwear!

—Best wishes for a successful Team 2002—