

FOR IMMEDIATE RELEASE

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Be the Bun debuts as new division of Motionwear

Indianapolis, IN, June 15, 2004 — Be the Bun is a line of edgy, trendy graphic print separates geared to dancers, gymnasts and cheerleaders. Made by Motionwear, a dance apparel manufacturer in Indianapolis, Indiana, the line includes thirty-three new designs on tank tops, tee shirts, sweatshirts, shorts and skirts. Compelled by the need for dancers to find cool, trendy apparel that also reflects their interest in dance, Motionwear created an entire new division of the company, focused on meeting that need. Be the Bun products are casual, everyday garments worn outside of dance class – to school, to the studio, and everywhere in between.

Made with outstanding quality that's typical of Motionwear, Be the Bun garments are carefully styled and fitted to be right on trend. Longer-length tops fall to the hip, reflecting a move away from belly-baring shirts. Fabrics are lightweight but durable cotton or cotton / polyester blends. Attention-getting graphics decorate each style, reflecting attitudes that range from funny to cute to cool, with something for everyone. The combination of high quality, excellent value, and unique looks are an easy way to positively impact store sales.

Be the Bun is sold through Motionwear sales reps to authorized Motionwear retail accounts only. Products will be available for purchase and immediate shipping in August 2004. Be the Bun will be featured in its own separate catalog and on its website: www.bethebun.com, also scheduled to debut in August.

Motionwear is a nationally recognized designer and manufacturer of bodywear for the active performer. The company sells dance, gymnastics, skate, and performance apparel through fine dancewear retailers and gymnastics centers across North America. Founded in 1998, Motionwear operates from two large facilities in Indianapolis, Indiana that house all of the company's operations, from initial design to finished product. Originally known as "Major Motion Dancewear", in 2000 the company was renamed "Motionwear" to reflect its commitment to a wide range of performing arts and athletics. The company has grown steadily, becoming a leader in the performance apparel industry.

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Motionwear Selected as Official Leotard of Boston Ballet School

Indianapolis, IN, October 21, 2003 — Motionwear, a dance apparel manufacturer in Indianapolis, Indiana has been selected as the Official Leotard of the Boston Ballet School. The school is the training academy associated with the renowned Boston Ballet Company and is currently celebrating its 50th Anniversary year. Sponsorship during Boston Ballet School's 50th Anniversary is a high profile partnership that corresponds with Motionwear's commitment to product excellence, client service, and community involvement.

As an official sponsor of the Boston Ballet School, Motionwear provides scholarships and dance apparel to participants in Citydance, a tuition-free "Introduction to Ballet" program for students in Boston and Lynn public schools. Since its creation in 1991, over 6,000 children take part in Citydance workshops every year. That is a total of 354 third grade classrooms in 91 schools in Boston and Lynn. On average, 35-40 Citydance students further their training in Boston Ballet's Center for Dance Education on scholarship. One Boston public school principal calls it "One of the best programs for children that I have seen."

Motionwear is a nationally recognized designer and manufacturer of bodywear for the active performer. The company sells dance, gymnastics, skate, and performance apparel through fine dancewear retailers and gymnastics centers across North America. Founded in 1998, Motionwear has grown from the attic of a dedicated dancer's mom to a large two-story facility in Indianapolis, Indiana that houses all of the company's operations, from initial design to finished product. Initially known as "Major Motion Dancewear", in 2000 the company was renamed "Motionwear" to reflect its commitment to all genres of performing arts and athletic endeavors. Motionwear was recognized in 1996 as a member of the Inc. 500 Fastest Growing Companies in the U.S. The company was also cited by the Indiana University Center for Entrepreneurship as one of the fastest growing small companies in Indiana in 1996, 1997, and 1998. The company has continued to grow steadily, becoming a leader in the performance apparel industry. Motionwear is dedicated to supporting the arts locally and nationally.

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Boston Ballet was founded in 1963 by E. Virginia Williams. As the Company has grown, so has its national and international reputation; it now is one of the top five ballet companies in North America and ranks among the top companies in the world. Its affiliate, the Boston Ballet School operates from three Massachusetts locations—Norwell, Newtonville, and Boston—educating more than 2,000 students each year.

For additional information, contact:

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