

SCHOOL OF HARD KNOCKS APPAREL PAYS HOMAGE TO HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

**Legendary urban clothing line to unveil new, limited edition
"HBCU Tradition" designs at 2003 CIAA Tournament**

New York City – (Feb. 25, 2003) – School of Hard Knocks Apparel has announced an unprecedented venture with select Historically Black Colleges and Universities – the debut of their new "HBCU Tradition" sportswear line. The limited-edition designs will be unveiled during the 2003 Central Intercollegiate Athletic Association (CIAA) Tournament held February 24 through March 1 in Raleigh, NC. Every school participating in the program receives a percentage of all proceeds from the sales of SOHK sweatshirts and jerseys emblazoned with their institution's logo, making SOHK one of few companies to ever ensure that HBCUs receive royalties from the use of their name.

"We are proud to have an opportunity to showcase our new logo during an event that is so rich in heritage and history, the CIAA Tournament," says School of Hard Knocks founder Gerard Murray. "Our line will bring fashionable style to what the school bookstores don't really offer. Just as NIKE does with UNC, DUKE and other institutions, we plan on making the line available to alumni nationwide."

With the "HBCU Tradition" line, School of Hard Knocks hopes to revitalize a sense of pride in wearing apparel from Black colleges and universities. Says Murray, "Because these are limited-edition pieces, we don't intend to substitute the quality of the product for quantity. These items represent generations of tradition."

"As a graduate of North Carolina Central University I feel proud to be able to give back to my school in more ways than one," adds SOHK co-founder Carol Murray. "While it is important to pay royalties to the schools, we have also decided to offer scholarships to each school involved in our licensing program."

The School of Hard Knocks Sportswear Company, launched as an extension of family-owned retail store, Von's Inc., has become one of the fastest growing urban apparel lines in the country. Murray, along with his wife Carol, has guided the company from its inception in 1993 as a small t-shirt operation to a successful urban clothing company complete with apparel for men and boys. In addition to being available at Von's, Inc., the SOHK line was recently featured in Black Enterprise Magazine as part of a cover story on Hip-Hop fashion leaders. School of Hard Knocks can be purchased at national outlets such as Macy's, Demo and Up Against the Wall as well as local retailers, including Dr. Jay's, Epic Designs and Underground Stations.

The Central Intercollegiate Athletic Association (CIAA) is an athletic conference consisting of twelve Historically Black Colleges and Universities, of which North Carolina Central University, Shaw University, Virginia Union University and Winston-Salem University will have clothing dedicated to their institutions.

If more information on School Of Hard Knocks, please visit www.schoolofhardknocksonline.com. For interview opportunities, please feel free to contact Tanisha Tate, Miles Ahead Entertainment, at 646-772-3441 or tanisha@milesaheadentertainment.com.

PEPSI CELEBRATES BLACK HISTORY MONTH




The Pepsi Bottling Group (PBG), located at the Customer Service Center in Winston-Salem, NC, celebrated Black History Month during February. The Diversity Committee sponsored several events for PBG employees during the month including:

- African American Foods - Sampling of Breakfast, Lunch, Dinner, and Desserts
- African American History Contests
- Diversity Scholarship Essay Contest
- Informational Pamphlets on History, Literature, and Health Topics
- Voter Registration Drive
- Urban League Booth provided by Mr. Larry Worley
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