



G R E A T N E S S   I S   W I T H I N™



*Muhammad Ali*

**THE MUHAMMAD ALI™  
COLLECTION**

CHAMPIONS AREN'T MADE IN THE GYMS.  
CHAMPIONS ARE MADE FROM SOMETHING  
THEY HAVE DEEP INSIDE THEM;

**A DESIRE, A DREAM,  
A VISION.**





*Muhammad Ali*

THIS IS TRULY a historic year for Everlast as we are approaching our 100 year anniversary in 2010. Everlast represents a true, iconic American brand that has stood the test of time. Like the thousands of world champions that helped build our brand to where it is today, we intend to continue that tradition for the next 100 years as the worldwide leader in fight sports and fitness.

To honor our 100 year anniversary, we have partnered with one of the greatest athletes of all time, Muhammad Ali. This fall, we will be launching a collection that speaks to Everlast and Ali's history together. It is a mix of Ali's past influences on the brand, the sport and the world combined with today's technology to bring a compelling line of product for our athletes of the past and the future.

It is truly an exciting opportunity for Everlast as we celebrate with the athlete that shook up the world.

As Muhammad Ali said, "It's not bragging if you can back it up."

Everlastingly yours,

Adam Geisler  
PRESIDENT, EVERLAST WORLDWIDE, INC.

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"I AM THE GREATEST, I SAID THAT EVEN BEFORE I KNEW I WAS."



#### ALI PRO STYLE TRAINING GLOVES

EverFRESH™ materials guard against odor and microbes.

THUMBLOK™ keeps thumb and fist positioned correctly to avoid injury

New design featuring ventilation and foam wrist support

ALI1312



↑ ALI WRISTWRAP HEAVY BAG GLOVES

- Thick foam padding for excellent hand protection
- Open thumb design for compact fist
- Adjustable hook + loop strap for secure fit

ALI7502LXL

↔ ALI CLASSIC BOXING GLOVES

- EverFRESH™ materials guard against odor and microbes.
- THUMBLOK™ keeps thumb and fist positioned correctly to avoid injury

ALI2974



ALI AUTHENTIC COTTON HAND WRAPS

Breathable 100% cotton for comfort and support.

108" length

Machine Washable

ALI4455

ALI AUTHENTIC  
COTTON HAND  
WRAPS

Breathable 100% cotton for  
comfort and support.

108" length

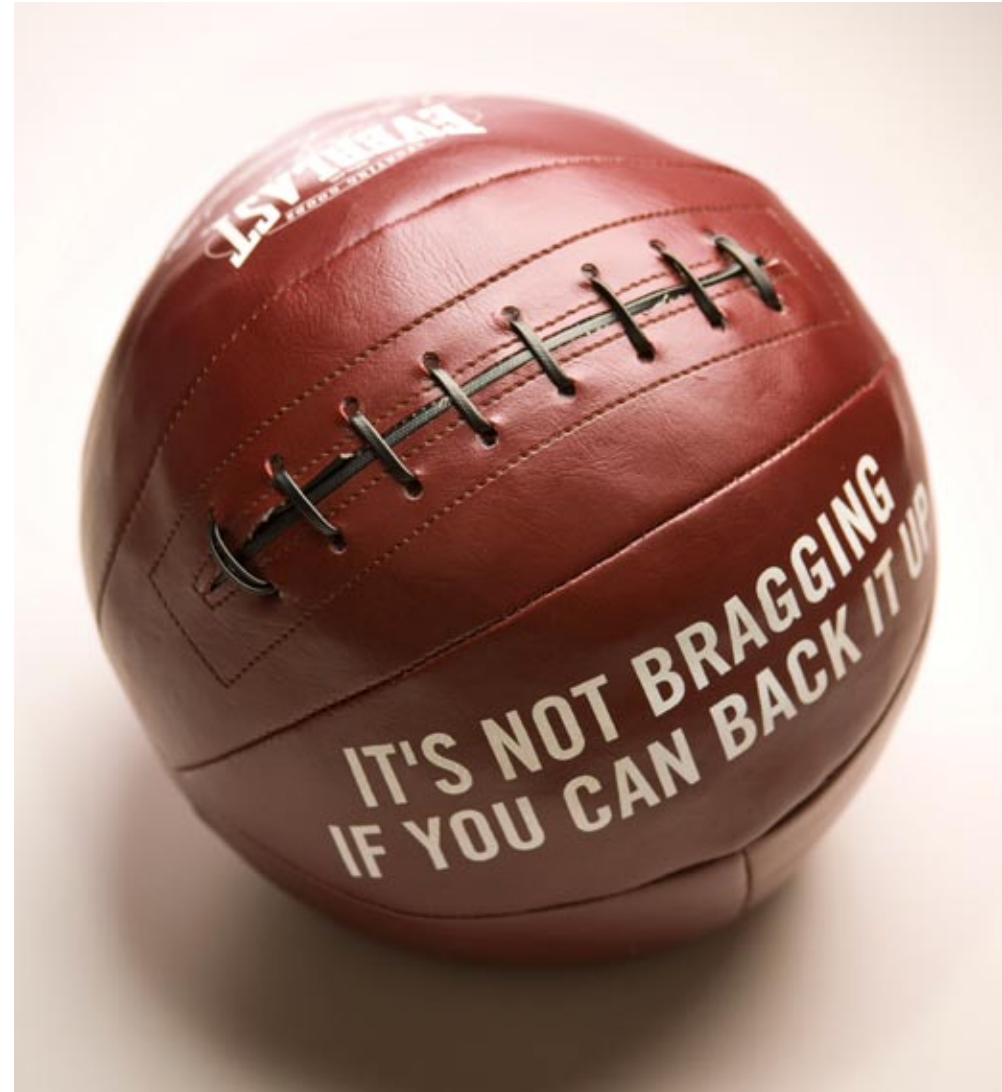
Machine Washable

ALI4455M



"I HATED EVERY MINUTE OF TRAINING, BUT I SAID,  
'DON'T QUIT. SUFFER NOW AND LIVE THE REST OF YOUR  
LIFE AS A CHAMPION.'"





### ALI LEATHER MEDICINE BALL

Classic construction with reinforced stitching

Excellent for sculpting, toning, and strengthening

9 lbs.

ALI6502



#### ALI YOUTH CLASSIC BOXING GLOVES

Extra dense foam padding allows protection without handwraps

Elastic cuffs for easy slip-on

Thumb-Lok™ feature for safety

**ALI3003**



#### ALI PUNCH MITTS

Lightweight Everhide® material

Thick foam padding for protection and shock-absorption

Rear hand compartment for secure fit

**ALI4316**

#### ALI FATHER & SON KIT

Includes punch mitts & youth classic boxing gloves

**ALI3015**



#### ALI HEADGEAR

Lightweight leather or Everhide® material

Open face design with cheek protection

Adjustable head and chin straps for customized fit

ALI4022



#### ALI GLOVE KEYCHAIN

ALI700000

"ONLY A MAN WHO KNOWS WHAT IT IS LIKE TO BE DEFEATED CAN REACH DOWN TO THE BOTTOM OF HIS

SOUL AND COME UP WITH THE EXTRA OUNCE OF POWER IT TAKES TO WIN WHEN THE MATCH IS EVEN."



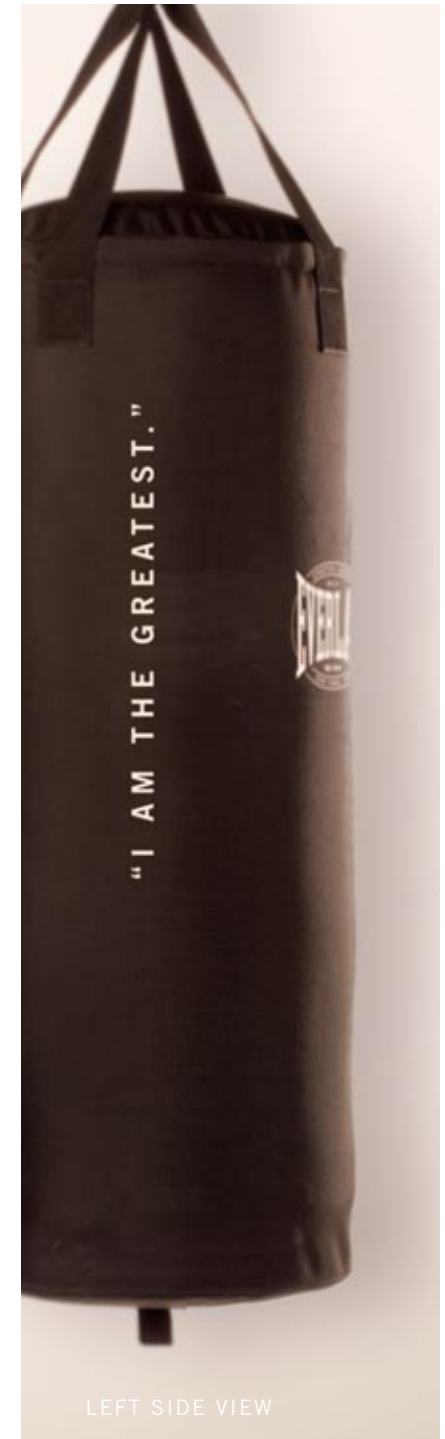
FRONT VIEW

**ALI HEAVY BAG**  
Classic 100% cotton  
canvas shell with unique  
screened logo + artwork  
  
Stuffed with a custom  
filling of sifted sand with  
machined and natural  
fibers for consistent feel

**ALI4634**



RIGHT SIDE VIEW



LEFT SIDE VIEW



## SIGNAGE & P.O.P. DISPLAYS

examples of what retail store displays and signage may look like.



"A PRIZE FIGHT IS LIKE A WAR; THE REAL PART IS WON OR LOST SOMEWHERE FAR AWAY FROM WITNESSES, BEHIND THE LINES, IN THE GYM, AND OUT THERE ON THE ROAD LONG BEFORE I DANCE UNDER THOSE LIGHTS."

