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RUDIS OFFICIALLY INTRODUCES MARVEL TO WRESTLING COMMUNITY



COLUMBUS, OH. DECEMBER 14TH, 2017— RUDIS, the fastest-growing wrestling apparel company, is taking inspiration from some of the strongest champions in the universe to launch a unique line of MARVEL-themed wrestling apparel.

For the first time, Spider-Man, Iron Man, Captain America, Thor, The Punisher, and other MARVEL characters will be featured in wrestling inspired original artwork across all major athletic wear categories, including singlets and the newly approved two-piece wrestling uniforms.

The initial product launch will be available in time for the holiday season exclusively through the RUDIS website (therudis.com). The RUDIS line is the latest introduction in the popular Marvel Hero Elite Series collection of performance-engineered apparel and fitness equipment to showcase how everyday athletes can train like a Marvel Super Hero.

This will be the first official introduction of MARVEL heroes to the national wrestling community and RUDIS Managing Partner and President, Jesse Leng is excited about the initiative, "This is a huge moment – not just for RUDIS – but for the sport of wrestling. Wrestling is one of the few arenas where heroic talents collide in actual physical combat to reveal a champion. MARVEL has captured the essence of these collisions in larger than life heroes who embody the grit, determination, and character wrestlers live out every day. For the first time in our sport, fans will have an opportunity to bring these worlds together in what is sure to be an epic relationship where warriors thrive and heroes win."

Alaina Nogar, RUDIS Director of E-Commerce and Licensing Partnerships, is eager to share the combined MARVEL and RUDIS vision with the national wrestling community, "MARVEL has really allowed us to push our creative limits and we're excited to share these with the many MARVEL fans that reside within wrestling. The inspiration for each design came from a desire to speak to the martial-spirit of the wrestling community. We scrutinized every detail in an effort to bring these two amazing brands together in the most powerful and authentic way. This program resonates with the mythical heroism associated with being a wrestler."



Paul Gitter, SVP of Marvel Licensing, speaks to the motivation in collaborating with RUDIS, "At MARVEL, we're constantly looking for ways to extend our reach within niche markets. There is a large underswell of growth in amateur wrestling in America. We see this as an opportunity to align our characters with the passion and tradition associated with one of the oldest sports in the world. RUDIS has shown us that there is no better vehicle to authenticate MARVEL in the wrestling space than through a co-branded program with the most innovative company in the sport."

For RUDIS and MARVEL's characters, heroism is 'A Way of Life'.

ABOUT RUDIS

Formed in September of 2013, RUDIS is a brand that develops and markets merchandise tailored to satisfy the needs and tastes of the global amateur wrestling community. RUDIS proudly partners with some of the greatest names in the history of the sport including Sunkist Kids, Ohio State University, Iowa University, Cary Kolat and Dave Schultz.

ABOUT MARVEL ENTERTAINMENT

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com.