



LAKESHIRTS ACQUIRES EMI SPORTSWEAR

Brand to be Combined with the TGT Brand in Lakeshirts' Portfolio

DETROIT LAKES, MN - April 3, 2024 | Lakeshirts, an apparel company based in Detroit Lakes, Minnesota, announced today that they have finalized a strategic acquisition deal with EMI Sportsweat; a Colorado-based resort apparel manufacturer of nearly 40 years of experience. EMI Sportsweat is renowned for their incredible artwork and the quality of their garments. The EMI line will be combined with Lakeshirts' TGT line and will go to market as the EMI/TGT brand in Lakeshirts' growing portfolio of brands, which currently includes Blue 84, Zephyr, TGT, Yesterdays, Aksels, Altered Latitudes, Lakegirl, and Elite Fan Shop.

Both EMI and Lakeshirts share very similar orientations: both are resort apparel veteran brands, both started with humble beginnings, and both pride themselves on their original artwork, quality products, and customer service.

"We're fans of EMI and have been for some time. The team that Russ Coburn and Mark Reaves have built is fantastic, and the quality of their merchandise is really strong," stated Mark Fritz, Lakeshirts' Co-CEO. "It will make the perfect complement to TGT, where our stickers and accessories are firmly established in the marketplace, but our apparel line is smaller, but growing. Combined, these two businesses offer so much to our customers, and bring a track record of decades of retail success for their customers. We think this combined business will be a hit!"

"I could not have imagined a better company for us to team up with to help take the EMI brand to its next evolution," said EMI founder and President Russ Coburn. "It has been an absolute pleasure getting to know everyone thus far at Lakeshirts. Their culture aligns with ours so well, and we know our customers are going to be thrilled with what they'll be seeing from the new EMI/TGT banner."

ABOUT LAKESHIRTS | Lakeshirts is a Resort and College garment manufacturer headquartered in lakes country in Detroit Lakes, Minnesota. What started in a basement in 1984, has grown to eight brands, multiple facilities across the United States, nearly 1,000 team members, six dogs (or so), and well over 10,000 satisfied customers. Despite our growth, our focus is still on our fantastic customers. We strive to exceed not only our customers' expectations, but bring value to all our stakeholders - customers, employees, vendors, owners and the community we call home.

Media Contact | Mike Sidders



218-844-3755



mike.sidders@lakeshirts.com