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LAKESHIRTS / BLUE 84 ACQUIRES YESTERDAYS SPORTSWEAR

Two Strong Resort Apparel Brands Align

DETROIT LAKES, MN December 1, 2020 Detroit Lakes, Minnesota apparel company, Lakeshirts / Blue 84, announced today that they have finalized a strategic acquisition deal with Yesterdays Sportswear; a veteran resort apparel manufacturer of over 35 years who is renowned for the quality of their artwork, garments, and customer service.

What started as a start-up screen printing business run from a small apartment, Yesterdays has become renowned in the resort garment space; especially with coastal gift and surf shops. Yesterdays' artwork in particular is known for how well it captures those beach moments and lifestyle.

Said Tim Kopak, Yesterdays' Founder and CEO, "We at Yesterdays are really excited to join the Lakeshirts / Blue 84 family. Being able to access their infrastructure and strength will allow Yesterdays to tap into a new level of growth, while allowing us to focus on the things that differentiate us in the market – our incredible art, and our dedication to the sun and surf lifestyle. We could not have picked a better partner."

Indeed, both companies share very similar orientations – both are resort apparel veterans, both pride themselves on their original artwork and quality products, and both enjoy reputations for their deep and collaborative relationships with their reps and customers alike. Likewise, both

share similar humble origins – Lakeshirts being born in a parent’s basement, and Yesterdays launching from an apartment at roughly the same time over 35 years ago.

The alliance has been a comfortable process for both companies, and is attributed to the alignment of their cultures and their orientation.

“We’ve watched Yesterdays for a number of years now and have always been impressed with their artwork, their results, and how they conduct business,” said Mark Fritz, Lakeshirts’ co-CEO. “We are big fans of their brand. We’re thrilled to be able to leverage our infrastructure to take advantage of the opportunities we see for the brand in the marketplace. We look forward to working with Tim and the entire Yesterdays team, and look forward to the growth that we all see for the brand.”

ABOUT LAKESHIRTS / BLUE 84

Lakeshirts / Blue 84 is a Resort and College garment manufacturer headquartered in lakes country in Detroit Lakes, Minnesota. Started in 1984, what started in a basement has grown to a 325,000 square foot production and warehouse facility, over 600 team members, six dogs, and more than 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.

ABOUT YESTERDAYS SPORTSWEAR

Yesterdays Sportswear has been in the screen printing business for over 35 years. Started by Tim and Debbie Kopack working out of an apartment, they have grown into a full scale production facility that employs a staff of over 40 employees. Today they also offer embroidery as well as many additional services. They are located on the beautiful Central Coast of California and provide product to the resort industry and wine industry, as well as many surf shops along the California and Florida coasts. It has always been Yesterdays’ goal to provide a quality product at competitive pricing.

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