



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

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RYTE Sport Signs on as Official Boy's Competition Swimwear of the CIF

SACRAMENTO, CALIF. – The California Interscholastic Federation (CIF) and RYTE Sport announced today the signing of a five-year agreement that names RYTE Sport as the official boy's competition swimwear of the CIF through 2023.

RYTE Sport's unique ordering platform provides a new customer experience, with the latest technology available, allowing athletes and parents to order their individual personalized uniforms and team gear. As soon as an order is placed it is manufactured in the U.S. and shipped directly to the athlete, ready for game day.

"With the additions of Championship events in both swimming and diving and most recently, water polo, we are happy to add RYTE Sport to the CIF family," said CIF Executive Director Roger L. Blake.

"We are thrilled to support CIF boy's aquatics athletes," stated RYTE Sport President and Co-Founder Alex Young. "As former CIF athletes, we feel this partnership is the perfect fit. The core mission of RYTE Sport is to provide CIF athletes with performance driven uniforms."

About RYTE Sport

At RYTE Sport we offer swimwear engineered for top athletic performance and custom design capabilities. Each product has gone through rigorous testing to meet demands specific to each sport and use. Custom team swimwear has evolved from the days of screen print and embroidery and, at RYTE Sport, our hands-on approach to provide you with unsurpassed quality grows stronger every day.

With our vertically integrated web based team ordering platform and US based manufacturing, each item is manufactured as soon as the coach, athlete or parent orders their uniform and team gear.

No longer do coaches and volunteer team parent's have to worry about tallying sizes, chasing down athletes, placing bulk orders, No MOQ's. Our technology allows for athletes to order their personalized aquatics uniforms individually.

With over 30 years of combined experience in the industry, teams trust our expertise to bring their design ideas to life and stand out from the competition. At RYTE Sport you have the ability to work with our highly experienced and dedicated design team or you can create a design of your own using our Design Studio.

With our products manufactured right here in the USA, RYTE Sport is committed to being responsible members and proud supporters of our community with the goal of providing unique, high quality and distinguished products to our customers.

About the California Interscholastic Federation

The California Interscholastic Federation (CIF) was created in 1914 and is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF's ideal of "Pursuing Victory with Honor," provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco and Southern. CIF represents 1,606 public and private member schools and more than 838,000 student-athletes. CIF conducts Regional and State Championships in badminton, cross country, football, volleyball, tennis, wrestling, basketball, soccer, swimming & diving, track & field, golf and water polo. CIF Sections conduct championships in more than 22 sports.



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