

Discovery's Construction Intervention Episode Features Everlast with Nike Grind

Everlast sports surfacing with Nike Grind is proud to announce their association with CONSTRUCTION INTERVENTION, an all-new Discovery Channel series. CONSTRUCTION INTERVENTION follows Charlie Frattini, New York Construction Extraordinaire, and his trusted team of contractors and designers as

they find businesses that are in danger of failing due to botched, delayed or impossible construction jobs and rescue them from their construction woes. Everlast was involved in the construction process for the Inwood Boxing Gym by providing recycled rubber fitness flooring throughout the facility.

Everlast donated nearly 3,000 square feet of 8mm rolled material in the Buff Blue/Grey pattern as well as their zero-VOC, single component polyurethane adhesive, E-Grip III, to the Discovery Channel for the speed build. Manufactured in the U.S.A from recycled SBR tire rubber, proprietary EPDM rubber granules, and pre and post consumer Nike Grind rubber, Everlast features sustainable composition and unmatched design capabilities. Its color palette boasts 55 standard patterns, with unlimited custom color and logo options. In addition, its superior durability and resilient composition make Everlast ideal for a wide range of applications including fitness centers, weight rooms, court surfaces, multi-purpose rooms and more.

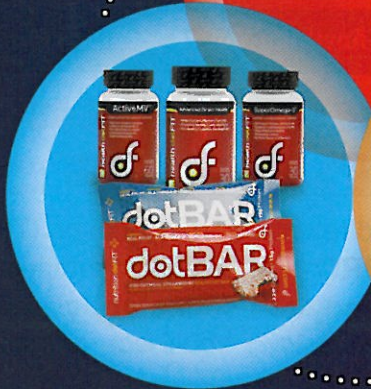
"Everlast and its parent company, ECORE International, were excited to partner with the Discovery Channel on this project to rehabilitate an old building and bring it back as a functional and prosperous boxing gym," said Rich Campbell, the executive vice president of sales and marketing for ECORE International. "We are an organization committed to making a positive difference in design and architecture by providing green products for the community."

ABC Financial Starts a Rebranding Campaign

ABC Financial has unveiled a new company logo, introduced a multi-channel marketing campaign and launched a redesigned website.

Jim Bottin, the founder and CEO, said, "There has never been a better time to introduce a new logo and branding initiative for ABC Financial. These efforts demonstrate how far our company has come since being founded in 1981 and where we are heading. Through the years, we've grown from a billing company sending out coupon books and statements to a full-service software, marketing and EFT provider."

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