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SCOTTEVEST BECOMES OFFICIAL CLOTHING SPONSOR OF WSOP ACADEMY
SeV's Line of Poker Clothing Already Has a Major Following Among Celeb-Players

KETCHUM, ID - May 20, 2010 – [SCOTTEVEST](http://www.scottevest.com)® (SeV), a wildly innovative and tech-friendly travel clothing company, has become the official apparel sponsor of the World Series of Poker Academy. Players attending upcoming WSOP Academy events will have the opportunity to be outfitted with SeV gear, the brand is already the favorite tournament attire of such poker notables as Phil Laak and Matt Glantz. SeV has organically gained its reputation in the poker world from producing great-looking, highly functional clothing. Its clothing features many secure, zippered pockets, so players can concentrate on their game, and not worry about their stuff.

There are many parallels between the clothing needs of poker pros and travelers. Two features unique to SeV are vital to poker players: tons of pockets and the ability to easily carry, and access, electronics without needing to keep track of a bag while playing.



“When we saw the smart innovations SeV incorporates into their clothing, we knew that everyone going to the World Series of Poker Academy would love the SeV clothes and benefit from wearing them,” said WSOP Academy chief organizer Jeff Goldenberg. “The growing buzz about SCOTTEVEST in the poker community sealed the deal.”

SeV clothing comes in a variety of cool-looking styles from hoodies (a favorite item of the WSOP Academy) to jackets, vests, shirts and pants all designed to carry multiple gadgets, documents and other items in hidden, NoBulge™ pockets. In fact, there are so many pockets (20+ in some garments) that a single jacket can replace a typical carry-on bag when traveling. For poker players, there is plenty of hidden storage for chips, cash, room keys, mobile phones, MP3 players, ID, pens and more.

While SCOTTEVEST's link to the WSOP Academy is new, SeV is no stranger to the world of poker. “We knew that SCOTTEVEST had a strong following in the poker community when we found out that Phil Laak and Matt Glantz both wear our products at tournaments,” explained SeV CEO & Founder, Scott Jordan. “When a celeb-player who is famous for wearing hoodies appears on TV wearing *your* hoodie, that's a great endorsement. Look for more great collaborations between SCOTTEVEST and the poker community in the future.”

“This is the ultimate poker hoodie!” exclaims Phil Laak with his signature enthusiasm. “SCOTTEVEST hoodies rule. Crazy pocket action for chips, cash, music and what not. Add to that the comfy lightweight fabric and you are ready for a day of crushing souls.”

SCOTTEVEST products are also regularly featured in Bluff Magazine. In the upcoming June 2010 issue, Bluff Magazine's WSOP survival guide gave SCOTTEVEST the gold medal in the category of “ways to look good while fighting off unnecessarily high levels of air conditioning.”

“The SeV-Poker connections run deep,” explains Randy Kasper, co-Founder and Agency Leader of Poker Players International (PPI). "My clients swear by SeV products... SeV is mandatory standard issue equipment for the poker community."

Poker enthusiasts not attending the World Series of Poker Academy events can purchase the SeV Poker Hoodie available in Cotton or Microfleece in several colors at http://www.scottevest.com/v3_store/subindex_poker-hoodie.shtml.

About SCOTTEVEST

SCOTTEVEST is one of the world's leading travel clothing companies and has earned a major following amongst some of professional poker's most notable players. SeV specializes in stylish jackets, hoodies, vests, shirts and pants with a unique, patented system of conduits and pockets for carrying, using and enjoying personal electronics. In 2010, SCOTTEVEST became the first clothing company to provide a pocket for the iPad.

Visit our [Wikipedia entry](#) for SCOTTEVEST, Wikipedia entry for [CEO & Founder Scott Jordan](#) or [SCOTTEVEST.com](http://www.scottevest.com) for additional information. A video about our products may be viewed [here](#).

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