



Hammerhead Creatives has been acquired by Cape Cod Sportswear as of September 15, 2012, resulting in a new company Cape Cod Sportswear-Hammerhead Creatives. Hammerhead Creatives, founded in 2007 by Heather Jackson & Sharon Brown, is a marketing company focused on helping small businesses grow their sales, specializing in the logo'd apparel and promotional products industry. Cape Cod Sportswear, founded by Lance Lambros and celebrating its 20th anniversary in 2013, has successfully built their logo's apparel business with the philosophy, "The friendship of those we serve is the foundation of our success" and their strong ties to local community. The 2 companies have been subcontracting partners for the past 5+ years. The merger will result in significant gains in backend efficiency and economies of scale for Hammerhead Creatives; Cape Cod Sportswear will be able to utilize Hammerhead Creatives' extensive experience in the promotional products arena to offer its customers quality promotional items. Sharon Brown will be joining the Cape Cod Sportswear-Hammerhead Creatives staff as a full time member. Heather Jackson will serve in a strategic marketing capacity to strengthen on and offline marketing efforts. Terms of the acquisition are undisclosed.