



OS1st Named Official Sock of Major League Pickleball and Exclusive Licensee

June 5, 2023 - OS1st, a leading brand of performance socks and compression bracing, is proud to announce its partnership with Major League Pickleball (MLP) as the exclusive and official sock and compression sleeve of MLP.

Through the partnership, OS1st will create and produce MLP-branded and MLP Team-branded socks and compression sleeves as an MLP sponsor and licensee. This strategic collaboration marks a significant milestone for both OS1st and MLP, uniting their expertise to elevate the performance and comfort of pickleball athletes nationwide.

Known for its commitment to designing high-quality compression socks that offer exceptional support, aid in injury prevention, and enhance athletic performance, OS1st will now extend its cutting-edge technology and premium products to athletes, coaches, and fans associated with MLP. Products will be available through both MLP's retail channels and OS1st's partner retail channels.

"We are delighted to be the official sock of Major League Pickleball and to become an exclusive licensee," said Josh Higgins, President of OS1st. "This partnership underscores our dedication to the sport and our mission to bring athletes top-of-the-line products that improve performance and cater to their unique needs."

As part of this collaboration, OS1st will introduce branded versions of The Pickleball Sock specially designed to meet the unique needs of pickleball players with advanced moisture-wicking properties, targeted compression zones, and seamless construction, ensuring optimal comfort, support, and performance during intense pickleball matches and training sessions.

To stay up-to-date on the launch and availability of forthcoming OS1st MLP branded products, be sure to follow OS1st on social media @OS1st and MLP @majorleaguepb.

About OS1st

OS1st® performance socks and compression bracing keep players on the pickleball court by targeting and preventing discomfort from a variety of conditions. Made with high-quality materials and Compression Zone® Technology, our products were designed together with podiatrists, athletes, and real people to target Plantar Fasciitis, bunions, knee injury and more. To learn more about OS1st, please visit our website at www.os1st.com or follow on social media @OS1st.

About Major League Pickleball

Major League Pickleball (MLP) is the premier team-based professional pickleball league and the standard-bearer for the fastest-growing sport in the United States. Founded by Steve Kuhn in 2021, MLP has since expanded from eight to 24 teams and is committed to growing the sport's role in society and impacting every facet of pickleball's business.

MLP features nearly 100 of the best athletes in the sport spread across 24 teams - 12 in the Premier Level, home to the top 48 players drafted, and 12 in the Challenger Level, featuring 48 draftees looking to make their ascension to the top of the league - a unique coed format, iconic team owners, the

introduction of promotion and relegation to American pro sports, an innovative draft format, easy to understand scoring, and the largest payouts in prize money across all of pro pickleball.

In December 2022, MLP named its first-ever title sponsor, Margaritaville, branding the league MLP by Margaritaville. A global lifestyle brand inspired by Jimmy Buffett, Margaritaville, has served more than 20 million travelers and consumers every year to change their latitude and attitude with Margaritaville. For more information, visit www.margaritaville.com.

For more information on Major League Pickleball, visit the [official website](#) and follow MLP on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [YouTube](#).

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