



Company Overview

About Me Time and Coed Sportswear

Coed Sportswear, Inc has been in business for 19 years, selling t-shirts and related products into a variety of different markets. During that time, Coed has sold more than 30 million t-shirts into 14,000 independent retail stores. These store include almost all major sporting goods stores, department stores and big box clothing chains. Our focus over the years has been to sell “lifestyle statement wear.” The message on the shirts tells a little bit of something about the person wearing it.

In 2007 Coed launched its first womens t-shirt concept. It did not take long for the Coed team to realize that the concept, “Me Time” was more than just a typical t-shirt. Me Time is universally understood by all women as a term that refers to the time a woman needs, away from the daily grind of managing a household, children and job. Coed had developed a concept that almost all women could connect with emotionally. With the reaction that was received by consumers and retailers alike, it was clear that Me Time could evolve into something more.

In 2008, Coed re-launched the Me Time concept as its first branded apparel line. Me Time designs are currently available on a variety of different quality women’s t-shirts and related garments, but will soon be available on other products as well, including lounge pants, French terry pants and tops, zip-up outerwear, caps and visors and much more.

In November, 2008 Coed launched the Me Time website. Metime.com is not only the site to purchase all Me Time products, but was designed to advance the Me Time movement so that women everywhere understand the importance of me time as an integral part of a healthy and fulfilling lifestyle.