



Contact:

Mike May  
Carmichael Lynch Spong PR  
307.733.1514  
[mike.may@clynch.com](mailto:mike.may@clynch.com)

Kelly Grammes  
180s  
410.649.7806  
[kgrammes@180s.com](mailto:kgrammes@180s.com)

## **180s OFFERS SAFETY AND PERFORMANCE WITH NEW NITE TEC ACOUSTIC™ EAR WARMERS**

**Highly Visible Ear Warmers Featuring Nite Ize® LED Technology Ideal for  
Outdoor Enthusiasts, Commuters, Athletes and More**

**Baltimore, MD (June 18, 2008)** 180s, a brand dedicated to developing smart, stylish apparel and accessories for the active lifestyle is pleased to introduce their latest innovation, the Nite Tec Acoustic Ear Warmers. Featuring a Nite Ize® LED light strip that projects a bright red light 180s Nite Tec Acoustic ear warmers ensure users are easily visible to oncoming traffic keeping the wearer safe at night.

The Nite Tec light strip, which wraps around the rear band of the ear warmer, can be set to *on*, *flashing* or *off* at the users discretion. Ideal for a wide range of users and great for keeping children visible, 180s Nite Tec ear warmers also feature a specially designed exterior shell that channels fainter sounds, such as oncoming traffic or mobile phone calls, toward the ear allowing users to hear more clearly. Light strips can be removed for washing or battery replacement.

**SRP: \$50**

180s Nite Tec ear warmers feature Primaloft® insulation in a triple layer construction that balances thermal retention, wind blockage and moisture management. Next to your skin, a breathable, moisture-wicking stretch fleece cups the ears for a snug fit, while an adjustable click-to-fit design helps further keep the ear warmers in place. Nite Tec ear warmers collapse for easy storage in pocket, purse, brief case or glove compartment and are available in men's, women's and youth sizes.

"Our new Nite Tec ear warmers offer consumers an extra level of safety as they go about their daily routine," said 180s Marketing Director Keith Scully "Whether working out, commuting or simply taking an evening stroll our Nite Tec products offer safety and performance for the whole family."

180s is also proud to offer the Exolite™ Nite Tec Acoustic™ ear warmer kit, 180s popular Exolite™ ear warmer with a Nite Tec cover for extra nighttime safety. A lighter-weight version of the Nite Tec Acoustic Soft Shell the Nite Tec Exolite ear warmers include channels in the shell fabric which allow users to hear more clearly without compromising their superior thermal insulation and moisture management. **SRP: \$55**

180s innovative family of products can be found at specialty retail, sporting goods and finer department stores throughout the United States, Canada, Europe and Japan. For more information please log onto 180s newly redesigned website [www.180s.com](http://www.180s.com).

### **180s. Always Out There**

Baltimore-based 180s revolutionized accessories with the introduction of the *original* behind-the-head™ ear warmer in 1995. The company continues to turn things upside down with numerous patented technologies used in gloves, eyewear and apparel. With distribution in retail channels from sporting goods to department stores, 180s' award-winning designs allow people to get out and do more.

180s. Always Out There.

###