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## **180s INTRODUCES 2008 EAR WARMERS**

### **Fashion-Forward Ear Warmers Provide Comfort, Style And Performance Across Three Distinct Product Categories**

**Baltimore, MD (June 18, 2008)** 180s, the brand that brought the revolutionary wrap-behind-the-head ear warmers to the marketplace, is pleased to introduce their 2008 Ear Warmer collection. Divided into three distinct categories under the Excel, Sustain and Live banners 180s 2008 ear warmers are designed to meet the needs a broad spectrum of active consumers.

“Innovation, performance and style are the pillars on which the 180s brand was founded,” said 180s Marketing Director Keith Scully. “For 2008 we again focused on these guiding principles while adding a number of new wrinkles into our product mix including Post Consumer Recycled fabrics, LED lights for safety, ultra-lightweight plastics and unique color palettes.”

Through inventive design and the use of premium materials 180s ear warmers balance thermal retention, wind blockage, moisture management and superior comfort to help consumers get out and do more. 2008 product categories and featured models include:

#### **SUSTAIN**

##### **Eco Grid™ Ear Warmer**

A soft, breathable, weather-resistant ear warmer 180s Eco Grid is made with 75% Post Consumer Recycled (PCR) polyester fleece. Lightweight (.9 oz) and compact when collapsed (2cm), 180s Eco Grid ear warmers will keep users warm, dry and feeling good about minimizing their carbon footprint. One SKU available with removable headphones. Eco Grid ear warmers are also available in a lightweight Exolite™ model. Soft, form fitting and moisture wicking the Exolite Eco Grid ear warmers are ideal for cross-country skiing, running or other aerobic athletic pursuits. \$35.

##### **Eco Tec™ Ear Warmer**

Modeled after 180s popular Tec Fleece ear warmers the new Eco Tec ear warmers are crafted from 60% PCR yarns. From commuting to competition Eco Tec ear warmers are designed to excel in cold weather activities thanks to its three-layer construction including Thermolite®

Active insulation. Ear warmers collapse for easy storage, have removable, washable earpieces and work well with hats, helmets and glasses. \$30.

## **EXCEL**

### **Nite Tec Acoustic™ Ear Warmer**

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. Channels in exterior soft shell fabric help funnel sound toward the inner ear for added security and ease of use, while reflective print on the back band provides additional visibility. Made with a three-layer construction and 100g Primaloft® One insulation for superior warmth 180s adjustable, collapsible Nite Tec ear warmers are also available in a lightweight Exolite™ Nite Tec Acoustic Ear Warmer Kit. \$50 - \$55.

## **LIVE**

### **Chalet Knit™ Ear Warmer**

A design where function meets fashion 180s new Chalet Knit ear warmers feature the brand's innovative, adjustable 'click-to-fit' design for a snug, comfortable fit. A breathable wool/acrylic exterior shell provides warmth, while a layer of 100g Thermolite® Active insulation traps heat. Ideal for a variety of cold weather activities 180s Chalet Knit warmers collapse for easy storage and work well with glasses or hats. \$35.

### **Fashion Fleece™ Ear Warmer**

Elegant in its simplicity, the new Fashion Fleece ear warmers feature 180s innovative three-layer construction for maximum warmth and comfort. A 360g stretch fleece exterior shell is both breathable and wind and water resistant, while an outer shell liner and Thermolite® Active insulation provide superior warmth. Finally a soft, breathable faux shearling material cups ears for a snug fit. Available in a variety of fun, fashion colors. \$30.

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 the accessories market 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.

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