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180s INTRODUCES NEW 2008 QUANTUM DRY™ BASE LAYER COLLECTION

Body-fitting, Reversible, Seamless and Comfortable; 180s Underwear and Base Layer Employs Sustainable Cocona™ Technology for Cooling, Natural Odor Absorbency and UV Protection

Baltimore, MD (June 18, 2008) 180s, a brand dedicated to developing smart, stylish performance apparel and accessories is pleased to introduce their 2008 Quantum Dry base layers. Reversible, seamless, fast drying and lightweight 180s new base layer collection contains a variety of fresh styles, including long sleeve tops and pants for men and women as well as men's underwear.

Strategically designed and technically engineered for superior moisture management and breathability 180s Quantum Dry base layers for men and women are ideal for aerobic sports such as skiing, snowboarding, snowshoeing or running. New for 2008, 180s men's underwear collection; a short sleeve crew t-shirt, boxers and briefs will employ sustainable, naturally odor resistant Cocona™ fabrics.

"Through the use of high tech nylon and polypropylene yarns our new base layers are engineered to help consumers get out, do more and follow their passions no matter the conditions." said 180s Marketing Director Keith Scully. "180s is also pleased to bring another first to the industry through the introduction of Cocona™ fibers in our men's underwear," concludes Scully.

180s new base layers are crafted with an anti-fatigue design that helps the garments lie comfortably against the skin. The versatile garments will wick moisture and perspiration away from the body when worn on the front side and repel water and mist when reversed. Functional mesh panels are placed in key hot-spots to provide ventilation, while six-needle flat lock seams help to reduce chafing.

Key features and benefits of the 180s Base Layer collection include:

- Reversible for supreme versatility
- Semi-fit design contoured to fit individual wearer



- Fitted sleeve cuffs and leg opening secures the garment and reduces slippage/bunching from added layers.
- Eco-friendly Cocona™ technology offers natural odor control, thermal regulation and UV protection

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.

180s. Always Out There

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.

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