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180s LAUNCHES NEW COLLEGIATE LICENSING PROGRAM

Embellished Ear Warmers, Gloves and Booties Available with Popular College and University Logos

Baltimore, MD (REVISED DRAFT October 6, 2008) 180s, the brand that brought the revolutionary wrap-behind-the-head ear warmers to the marketplace, is pleased to introduce their collegiate licensing program for the 2008 season.

This fall 180s will offer their popular ear warmers, gloves and booties with logos from many of your favorite colleges and universities. Now with 180s licensed accessories students, alumni and fans can show their team spirit from tailgate to tip-off, on their daily commute and anywhere in between.

Featuring Thermolite® Active insulation 180s licensed ear warmers provide a winning combination of wind blocking, breathability and moisture wicking to keep users warm and dry. The patented and adjustable 'click-to-fit' design insures that they're functional for a wide range of consumers, while a collapsible design offers easy storage.

180s licensed collegiate gloves feature the brand's innovative Tec Touch feature designed to help users operate iPod's, cell phones and wide range of today's handheld electronic devices without removing their gloves. Breathable and moisture-wicking, 180s gloves offer fans, comfort, warmth and unsurpassed functionality while they illustrate their team spirit.

Finally, 180s licensed team booties offer the perfect accessory for kicking back at home after the game. Warm and comfortable, the calf-height 180s booties feature 100g synthetic down insulation, nylon outsole for maximum durability and your favorite team logo presented with top quality embroidery.

As a member of the National Association of College Stores (NACS) 180s will be showing their latest collegiate licensed products at the CAMEX licensing tradeshow in Anaheim, California March 15 – 17, 2009. 180s licensed accessories will be available through finer department stores, university bookstores and on the 180s website, 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. ###