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180s MAKING A STATEMENT IN SUSTAINABILITY

Baltimore, MD (June 18, 2008) 180s, a brand committed to creating intelligently designed performance-based gear, accessories and apparel is pleased to announce a new line of environmentally friendly products engineered to move the company, consumers and the sportswear industry as a whole ever closer towards long-term sustainability.

As 2008 dawns 180s has increased its dedication to researching, designing and developing products that are as environmentally sensitive as possible. Reflecting this mission 180s new initiatives include utilizing post consumer recycled fabrics in ear warmers, scarves, apparel and gloves, incorporating Cocona™ technology in new men's underwear and reducing, reusing and reclaiming materials from operational facilities.

Key environmentally conscious 2008 products and initiatives include:

Quantum Dry™ Base Layers – Men's 2008 underwear utilizes Cocona™ technology for moisture management, odor control and UV protection. Strategically designed with a form fit and technically engineered for superior moisture management and maximum breathability, this is an ideal first layer for skiing, snow boarding and running. SKU's includes a crew neck T-shirt, boxers and briefs.

Eco Tec™ Fleece Ear Warmers – Crafted using 60% post consumer recycled polyester fabrics the new 180s Eco Tec Fleece Ear Warmers are both functional and fashionable. Compatible with ski helmets and glasses, or perfect as stand alone thermal protection, 180s Eco Tec Fleece Ear Warmers feature Thermolite® Active insulation for maximum warmth. Lightweight (.9 oz) and compactable.

Eco Tec™ Gloves – Available for men, women and youth, 180s Eco Tec gloves utilize soft, breathable, moisture-wicking post consumer recycled fleece. Our Eco Tec gloves also feature 180s patented Tec Touch pods on the gloves' index finger to allow users to operate iPods and many of today's electronic necessities without having to remove their gloves.

Recycled packaging and soy based inks – Taking their green ethic to the fullest extent 180s has committed to using 100% post consumer recycled paper and soy-based inks in packaging. Plastic packaging will also be recyclable.

Carbon offsets – For each ton of CO2 emissions created through travel 180s will contribute funds to offset emissions used to NativeEnergy, <http://www.nativeenergy.com>

Lonnie Drosihn, VP of Product Research and Development states “We challenge ourselves and the industry to take the passion for the outdoors and create innovative ways to protect the environment. Reducing the environmental impact of our products starts within the product design phase. We have incorporated PCR fleece into a collection of Ear Warmers, Gloves, Hats and other winter accessories; developed our Quantum Dry Seamless Underwear with Cocona to deliver the ultimate in cooling technology and odor absorbency; and worked with our manufacturing partners to reduce excess waste and reclaim materials in manufacturing. Our product line reflects our passion and respect for the environment.”

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

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.

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