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**180s NAMES LORI DALAKER NATIONAL SALES MANAGER FOR 180s,
DEGREES AND GORGONZ BRANDS**

Baltimore, Md. (October, 3 2010) –180s, a leading brand of innovative accessories and performance wear including gloves and ear warmers, today announced the promotion of Lori Dalaker to national sales manager. Based in Chicago, Illinois, Dalaker will manage the 180s U.S. sales force of 38 representatives for the company’s three brands, 180s, Degrees and Gorgonz.

As a regional sales manager at 180s since 2008, Dalaker was responsible for managing 18 sales representatives across four divisions, including hiring six new team members for her territory.

“We know Lori will be successful in her new role as national sales manager. She is energetic, hard-working and innovative while understanding the many challenges of the retail market at all levels of distribution,” said Shelley Foland, director of sales at 180s. “Lori is the perfect team leader as 180s continues grow, developing and offering a wider breadth of innovative product solutions that combine fashion and technology for lifestyle and performance wear.”

Previously, Dalaker has served as a key account executive for men’s and women’s footwear at Sperry Top-Sider, for Timberland Inc. children’s footwear and for Nike Inc. footwear.

180s Names Lori Dalaker National Sales Manager

About 180s LLC.:

180s LLC is a leading brand of innovative performance consumer products sold worldwide. Headquartered in Baltimore, 180s designs and markets award-winning accessories and apparel that *PUSH™* the boundaries of innovation. Our passion is to create and deliver intelligent and stylish performance products that are exceptional on the mountains, city streets or while working out.
www.180s.com.

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