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180s BRINGS ENHANCED TEC TOUCH TECHNOLOGY TO ENTIRE GLOVE LINE FOR FALL 2010, ENABLING CONSUMERS TO USE TOUCH SCREENS WITHOUT REMOVING GLOVES

Launches New Enduro Glove for Fall 2010; Exhale™ Heating System Allows On Demand Heat for Hands

BALTIMORE, Md. (January 8, 2010)—Continuing to bring innovation to today's connected outdoor consumer, 180s (www.180s.com), a leading performance apparel and accessories brand, introduces its enhanced patented Tec Touch™ technology to all glove styles for 2010 and its new Enduro glove, specifically designed as a glove intended for outdoor activities. All products will be showcased during Outdoor Retailer Winter Market, January 21-24 in Salt Lake City, booth #34120.

Tec Touch allows consumers to operate touch screen devices such as the iPhone, iPod, Blackberry Storm, iPod Click Wheel and most MP3 players without removing their gloves. The 180s Exhale™ technology enables consumers to warm hands by injecting a quick blast of hot air through a port in the glove. The windproof, breathable 180s Enduro glove features padded knuckles and palm for increased comfort for use during winter activities such as shoveling or outdoor work, a reinforced thumb bridge for added durability, and incorporates both the Tec Touch and Exhale technologies.

"Consumers wanting to stay connected while enjoying the outdoors is not a passing fad," said Brian Parker, Director of Marketing. "Whether it's meant for listening to music while on a long ski or run or taking an important phone call, our Tec Touch technology was developed to meet the needs of every outdoor enthusiast. Our patented 180s technologies are helping to make the outdoors more appealing and accessible to consumers."

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For Fall 2010, 180s will offer a wide variety of glove styles, including the Ultralite, Ultralite CRG and Ultralite CTG gloves for running, featuring new low-light reflective designs, and the Quantum Vent glove, developed in conjunction with freestyle moguls champion Patrick Deneen for ski/snowboarding.

180s Performance Gloves for fall/winter 2010 include:

- **Enduro glove:** A durable, cold weather glove, the Enduro includes the Exhale Heating System™, an on-demand warming system which enables one's own breath to immediately heat hands. Padded synthetic leather palms, as well as padded knuckles provide protection and comfort during outdoor activities.
- **Quantum Vent Glove (QVG):** The Quantum Vent glove is a highly water-resistant, Primaloft® insulated ski/snowboard glove with the ability to control hand temperature through an adjustable venting system. Developed in conjunction with champion moguls skier Patrick Deneen, the Quantum Vent glove includes articulated fingers and goggle wipes for any situation that arises on the mountain.
- **Storm XTG Glove:** This mid-weight active winter sport glove combines a performance fit with comfort and technology. Made from soft shell fabric for warmth and style.
- **Ultralite glove:** Ultra-thin, ultra-lightweight and highly versatile, Ultralite gloves are made with low-light reflective material, ideal for chilly early morning or evening runs.
- **Ultralite Convertible Training glove (CTG):** The Ultralite Convertible Training Glove is a mid-weight running glove offering warmth during winter aerobic activities. The glove features fleece lining, as well as a retractable hood allowing for additional protection in windy climates.
- **Ultralite Convertible Running glove (CRG):** Ultra-light, this convertible running glove features full mesh palms to ensure optimum ventilation during chilly workouts. With low-light reflective material for exercise during the early morning or at night, the glove also features soft terry cloth finger backings for wiping sweat away quickly and easily.

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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