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**180s, OUTDOOR PERFORMANCE APPAREL AND ACCESSORIES COMPANY,  
JOINS U.S. SKI TEAM EQUIPMENT SUPPLIER GROUP SUPPORTING  
FREESTYLE**

***Equipment Participation Supports 180s' Sponsorship of Olympic Qualifier  
Patrick Deneen***

**BALTIMORE, Md. (January 8, 2010)** – Expanding upon its sponsorship of freeskier Patrick Deneen, who has qualified for the Olympic Team, 180s, a leading manufacturer of wintersport performance apparel and accessories including gloves and ear warmers, today announced it has joined the U.S. Ski Team Supplier Group. 180s will supply ski poles specifically supporting the Freestyle team, so that these athletes may choose to utilize them during competition.

“The support of our Team equipment suppliers, including 180s, is vital to the success of our U.S. Ski Team athletes,” said U.S. Ski and Snowboard Association Vice President, Athletics, Luke Bodensteiner.

180s has been involved with Patrick Deneen for more than five years. Deneen, who has played a role in product development based on his own performance needs during competition, will join 180s during the upcoming Snowsports Industries America trade show in Denver on January 28, 2010, from 1-3 p.m., greeting show attendees.

“We are pleased to be directly involved with the U.S. Freestyle Ski Team and look forward to supporting Patrick in his efforts to bring a medal home for the U.S.,”

*180s Becomes Supplier for U.S. Freestyle Ski Team*

said Brian Parker, Director of Marketing.

For more information on Patrick Deneen, log onto [www.patrickdeneen.com](http://www.patrickdeneen.com). For more information on 180s apparel and accessories, please visit 180s newly redesigned website at [www.180s.com](http://www.180s.com).

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](http://www.180s.com).

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