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**180s INFUSES FASHION, COLOR, LEATHER, AND PATTERNS INTO FALL
2010 LINE OF EAR WARMERS AND GLOVES**

***Quilted down, Classic “Nordic knit” designs, and Etched Leather Round
out Performance Line***

BALTIMORE, Md. (January 8, 2010) – Looking to shake up the ear warmer and glove categories, 180s, a leading outdoor apparel and accessories company, is injecting its Fall 2010 line with a rainbow of colors, fabrics and patterns, in addition to introducing matching sets of glove and ear warmers. Consumers will see a wide range of fresh looks in the ear warmer line including: a houndstooth check pattern; Nordic knits, evoking classic ski sweater designs; stylish laser etched designs on rich leather; and authentic down in vibrant colors including blue grass and hyacinth violet. In the glove category, 180s utilizes premium Bali leather in an all leather collection reminiscent of the style Audrey Hepburn wore in Breakfast at Tiffany’s, featuring an extended gauntlet, in addition to a quilted leather style inspired by Chanel. All gloves feature 180s’ proprietary Tec Touch™ enabling consumers to easily use their iPods, iPhones or MP3 player touch screens without taking their gloves off. 180s will debut this line at the Outdoor Retailer Winter Market at booth #34120.

“This is a classic example of where fashion and performance can co-exist successfully,” said Brian Parker, Director of Marketing at 180s. “Consumers want to be warm, look great and stay connected, especially today when immediate communication is ‘king’. Ear warmers and gloves are the exclamation point of an outfit.

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These new styles appeal to men and women that want to express their personal style. We hope these new products will introduce more consumers to the 180s brand.”

Ear Warmers

Women’s ear warmers include: the Buckle, in leather and faux suede with a stylish accent buckle; Vail, using plush faux fur; Iris, with a laser etched design; Houndstooth, in classic black and white; Park City, using a Nordic knit; and Down that has an authentic down-filled shell with a quilted stitching pattern in a wide array of bright colors.

The men’s ear warmer line offers: the Chesterfield, using a wool exterior; Herringbone, with three layers of protection; and Mocc, inspired by the motorcycle style trend using leather and faux suede.

Gloves

“We’ve added elegance to our glove line with rich leather and intricate detailing,” continued Parker. “We know there is no glove on the market that embraces this kind of technology and style.”

In the women’s line, Iris features a matching laser etched design to the ear warmer; Whistler showcases a leather-quilted cuff; and the Audrey uses the extended gauntlet merging fashion and technology for a dressier look.

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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