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FOR IMMEDIATE RELEASE

BALTIMORE-BASED 180s MOVES TO TEMPORARY OFFICES AFTER SUFFERING FIRE DAMAGE IN NEW HEADQUARTERS AT THE E.J. CODD BUILDING

Business As Usual Resumed Immediately after Quick Thinking By Employees

BALTIMORE, Md. (October 14, 2010)— 180s, a leading manufacturer of cold weather performance accessories, experienced fire damage last week in its new headquarters and will be operating from temporary offices until all repairs are completed within a few weeks. There were no injuries.

180s had moved into the historic E.J. Codd building September 27, 2010. A fire damaged the new space Tuesday morning, October 5 that reportedly originated in the adjacent kitchen of the Pazo Restaurant in the same building complex as 180s.

"The most important thing is that there were no injuries, and it is business as usual while we operate from temporary headquarters," said Jay Wilkins, chief operating officer of 180s. "Through the hard work of our employees, our company was up and running by 4:30PM E.S.T., the same day with no interruptions of service."□□

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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