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**180s, LEADING WINTER PERFORMANCE AND APPAREL ACCESSORIES BRAND,
PARTNERS WITH SUSAN G. KOMEN FOR THE CURE® TO RAISE FUNDS FOR THE
FIGHT AGAINST BREAST CANCER**

***New Line of Specially Designed Ear Warmers and Gloves Available for Fall 2010;
180s To Contribute At Least \$25,000 to the Organization***

BALTIMORE, Md. (January 13, 2010)- 180s® (www.180s.com), a leading brand of innovative performance apparel and accessories, today announced its partnership with Susan G. Komen for the Cure® to help raise funds for breast cancer research and community outreach projects. 180s will donate at least one dollar from every pair of specially designed ear warmers and gloves to the organization, contributing a minimum total of \$25,000 in 2010. The gloves will be available at retailers nationwide and on www.180s.com for fall 2010.

“We are honored to partner with Susan G. Komen for the Cure to help raise funds for such an important cause,” said Shelley Foland, Director of Sales for 180s. “The work they do is vital in the search for the cures. Our designers have produced a line of ear warmers and gloves that will allow our customers to contribute to the cause and show their support in style next winter.”

The 180s Susan G. Komen for the Cure ear warmers and gloves will be available in white, black and pink, all carrying a pink ribbon embellishment. The gloves will feature the 180s Tec Touch technology, a conductive touch point on the index finger and/or thumb, allowing consumers to operate touch screen devices and most MP3 players without taking off their gloves.

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“We’re so thankful for 180s’ dedication to our promise to end breast cancer forever and the generous donation they’ll be making over the next year,” said Katrina McGhee, vice president of global partnerships at Susan G. Komen for the Cure. “We’ve made great progress over the last 27 years, but there’s still work to be done. This partnership will offer consumers a stylish way to show their support for the breast cancer movement while staying warm.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

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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