

ExOfficio Unveils Its Most Innovative Collection for Adventure Travel

Spring 2017 collection brings the latest in performance fabrics, providing the ultimate in comfort and protection

Seattle, WA (July 5, 2016) – For 30 years, ExOfficio® has helped people experience the magic of travel through the design of innovative apparel, giving travelers the confidence and freedom to explore the world. In spring 2017, the brand is introducing new innovations in comfortable protection from the elements so that travelers can do more on their adventures.

One of the most important challenges facing today's traveler is the health risk associated with exposure to sun and heat. Seven of the last 10 years were the warmest on record, and 2015 was the warmest year yet. As participation in adventure travel steadily grows and warm-weather destinations remain as popular as ever, adventure travelers need apparel that provides protection from the sun and heat so they can maximize their experiences. For spring 2017, ExOfficio has expanded its award winning Sol Cool™ collection, giving travelers more options and elevated protection. ExOfficio's Sol Cool cooling technologies reduce skin temperature, increase comfort, and neutralize odor to prolong the time travelers can remain on the move in hot climates.

"Travelers are keenly aware of the health risks that come from exposure to sun and heat. They are looking for products that protect them and allow them to stay outside longer and maximize their adventures," said Julie Snow, VP of design and product development for ExOfficio. "They are also packing light and need products that not only provide protection, but keep them looking good and feeling fresh for the duration of their trip."

In addition to the challenges created by increased temperatures and sun exposure, travelers are looking for protection from insect-borne diseases. The recent outbreak of the Zika virus has highlighted the importance of this type of protection. For spring 2017, ExOfficio is combining two of its most popular technologies—Sol Cool and BugsAway®—to create the ultimate in protection for the traveler. BugsAway styles utilize Insect Shield® technology, an invisible and odorless permethrin treatment that provides a convenient and effective layer of all-day protection from annoying insects and the potential exposure to insect bites.

Highlights from the ExOfficio spring 2017 collection for adventure travelers include:

Women's BugsAway® Sol Cool™ Jacket

An airy, cooling, and bug-repelling summer essential that has room to move, without bulk. A cinchable funnel neck and modern cut offers style plus comfort, so she can stay cool and move seamlessly from activity to destination. Conveniently packs into its own security zip pocket.

- Built-in Insect Shield® bug protection effective through 70 washings
- Sol Cool Jade powder finish slows the absorption of heat and feels cool to the touch
- Wicking and quick-drying stretch fabric
- Mesh construction provides ventilation
- UPF 30 sun protection fabric on shoulders, neck, and chest
- Cinchable funnel neck
- Raglan sleeves
- Two front hand pockets with packable security zip inside right pocket



- Elastic cuffs and adjustable draw cord waistband
- Sizes XS-XL / relaxed fit
- Available in black, bay leaf, and oyster colors
- \$110 MSRP

Women's BugsAway® Sol Cool™ Pant

A woven jogger pant combines sun, heat, and bug protection in a single piece, with clean styling that flatters: off-center front seams, back yoke, hidden back zippers, and elastic cuffs so she can be prepared in style for the unexpected on her adventure. Lightweight, quick-drying stretch fabric works from airport-to-trail and dinner-to-patio with ease.



- Built-in Insect Shield® bug protection effective through 70 washings
- Sol Cool Jade powder finish slows the absorption of heat and feels cool to the touch
- Lightweight, quick-drying, and wrinkle-resistant stretch fabric
- UPF 50 sun protection
- Two front hand pockets
- Partial elastic waistband with drawstring for better fit
- Two security zip back pockets
- Elastic cuffs
- Sizes 2-16 / natural fit
- Available in black, bay leaf, and oyster colors
- \$100 MSRP

Men's BugsAway® Sol Cool™ Plaid Shirt

Sharp, cool, and bug-free, this shirt offers ultimate protection in a lightweight, old-school plaid that keeps him cool in more ways than one.



- Built-in Insect Shield® bug protection effective through 70 washings
- Sol Cool Jade powder finish slows the absorption of heat and feels cool to the touch
- Lightweight cotton/polyester blend fabric for a natural hand
- UPF 30 sun protection
- One hidden zip pocket on left side fits passport
- Roll-up sleeve tabs
- Back knife pleats for better mobility
- Sizes S-2XL / natural fit
- Available in navy and gecko colors
- \$110 MSRP

Men's and Women's Sol Cool™ Performance Hoody

Constant cooling and sun protection are built in to this high-performance, yet understated hoody that replaces the shiny athletic look with a more covert, matted aesthetic.



- Ultra-fine Nilit® jersey fabric is constantly cool to the touch, breathable, and odor-resistant with UPF 50 protection
- Full coverage 3-panel scuba fitted hood offers added protection from the heat and sun
- Thumb loops for added protection on hands
- Venting on the hood and under the arms provides an always-fresh breeze
- Security zip pocket on right side fits passport
- Women's sizes XXS-XL, solid and print colorways
- Men's sizes S-2XL, solid colorways
- \$90/\$95 (W/M) MSRP



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Items from the new ExOfficio spring 2017 collection will be available for purchase at [retail stores](#) and [online](#) throughout North America and Europe in February 2017.

About ExOfficio

ExOfficio believes that the magic of travel, whether you seek different cultures, epic scenery or the thrill of the unknown, is a chance to create perspective and vitality by opening your mind to the wonders of the world. Since 1987, ExOfficio has celebrated the traveler by crafting garments that allow one to experience the world unhindered. Intelligently designed products with tangible benefits—including the best-selling Give-N-Go® underwear collection and lightweight, wrinkle-free fabrics with bug, sun and water protection—are focused on one goal: comfortable performance. ExOfficio is sold internationally, online and in specialty outdoor and travel stores, including five of their own flagship stores in the U.S. For more information about ExOfficio, visit www.exofficio.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

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