



Outdoor Retailer Winter Market 2009

Original Buff® Headwear

Booth Number 11



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- **Original Buff® Goes Au Natural with the Wool Buff®
Made From 100-Percent Natural Merino Wool**
- **Newly Designed Cyclone Buff® with Windstopper®**





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**Original Buff® Goes Au Natural with the Wool Buff®
Made From 100-Percent Natural Merino Wool**

SANTA ROSA, Calif. (December 22, 2008)- Buff® headwear, known for stylish, versatile and multifunctional headwear, continues down the road of leading-edge innovation by proudly unveiling the Wool Buff® made from 100-percent natural Merino Wool at Outdoor Retailer Winter Market 2009.

“We are very excited to launch the new, all-weather Wool Buff® at Outdoor Retailer in January. We think that it will be a hit because of its natural fiber properties, next-to-skin feel and sleek, seamless style with a variety of offered colors,” says Shirley Choi Brunetti, general manager, United States.

Merino Wool boasts numerous advantageous characteristics, making for the perfect winter Buff® that will keep you warm, cozy and protected during the frigid winter months regardless of activity on the holiday agenda. Wool’s unique properties have long made it an essential material in outdoor clothing.

Wool provides unbeatable insulation even when wet, and Merino Wool, with finer and more numerous fibers, efficiently traps air for advanced moisture management. Merino Wool’s natural microclimate control will keep you warm in cold weather and cool in hot weather.

Additionally, wool’s natural qualities include: water-repellent, odor-resistant, natural stretch and elasticity, flameproof, durability, UV protection, and anti-static. Merino Wool, among the qualities listed above, also proves to have a soft, luxurious, next-to-skin feel without the itchiness of coarser wool.

The Wool Buff® can be worn over 12 different ways, with the most popular winter styles including: neck gaiter, beanie, headband and facemask. The Wool Buff® is seamless for added comfort, machine washable and one size to fit all adults. It will be available in the following colors: Cru (cream), Stone (light grey), Camel (beige), Kaky (moss green), Grana (red), Navy, Grey and Black.

Buff® is thrilled to announce that they will be donating one-percent of proceeds from Wool Buff® sales to a non-profit organization that promotes education around sustainable living. Buff® is currently investigating its options and will announce the beneficiary at a later time.

\$27.00 MSRP

The Wool Buff® will be available in stores August 2009.

Please stop by the Buff booth, number 11, at the Outdoor Retailer Winter Market 2009.

Please visit the [Buff® website](#) and the [Australian Wool Innovation Limited website](#) for more information on wool.

About Buff® Headwear

Original Buff® is based outside of Barcelona, Spain, and opened a U.S. sales office in early 2003. Popular for more than a decade in Europe and used since the show's inception on CBS's Survivor television series, Buff® Headwear is distributed in more than 42 countries. Buff® performance headwear is all about versatility and simplicity – one garment serves many functions. Among other uses, a Buff® can be worn as a hat, neck gaiter, balaclava, bandana, scarf, hair band, helmet liner, headband, and pirate-style cap or as a sun, wind or dust screen. Designed to offer technical performance and protection from the elements during a wide range of outdoor activities and sports, Buff® Headwear is available in hundreds of styles and designs. For more information on the entire line of Buff® performance headwear, call 707.569.9009 or visit the [Buff® website](#).



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Newly Designed Cyclone Buff® with Windstopper®

SANTA ROSA, Calif. (December 22, 2008)- Buff® Headwear, trendsetter of popular, versatile and multifunctional head and neckwear, continues to raise the bar on technology and design with the newly refined Cyclone Buff®. The official launch for the enhanced Cyclone Buff® will be at the 2009 Outdoor Retailer Winter Market tradeshow.

“The enhanced design of the Cyclone Buff® will better serve all Buff® users and we are happy to keep evolving to the demands of all of our loyal Buff® fans,” says Shirley Choi Brunetti, general manager, United States.

The new Cyclone Buff® boasts various design advancements to keep you comfortable and extremely protected from the wind, snow, rain and hail. Buff® has enhanced the neckline design to fit comfortably under the collar of any jacket by extending the top section of double microfiber fabric by 15-percent and the bottom Windstopper® panel to be slightly longer at the front to fit the shape of anyone’s neckline.

The original Cyclone Buff® was developed in 2007 to cater towards those exposed to the fiercest elements. Whether on an expedition, snowmobiling, skiing in head-deep powder, or riding your bike through an ice storm, the Cyclone Buff® has you protected with its combination of double layers of microfiber fabric for moisture management, Gore™ Windstopper panels for total wind blockage, and PolarTec® 100 microfleece for softness, warmth and breathability.

The Cyclone Buff® incorporates Polygiene® for active odor control. Polygiene releases non-toxic silver ions that break down odor-causing bacteria to keep you and your Buff® smelling fresh. Polygiene lasts the lifetime of the garment and is machine washable.

The Cyclone Buff® is machine washable and comes in one size that fits most adults and teenagers. Additionally, Buff® has expanded the collection of Cyclone Buff® prints to include the following: Metal Red, Titanium, Crono-2, Romula, Tornado and Black-2.

\$38.00 MSRP

The newly refined Cyclone Buff® will be available starting August 2009.

Please stop by the Buff booth, number 11, at the Outdoor Retailer Winter Market 2009.

Please visit the [Buff® website](#) for additional information regarding Buff®. Information is also available via the [Windstopper website](#), [Polygiene website](#), and [PolarTec website](#).

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