



Tilley Endurables and Audubon Launch Cause-Related Program

Program embodies wildlife watching and the great outdoors

Toronto, Canada (January 15, 2009) –Tilley Endurables, the first company to successfully bridge the concept of hats to gear, is bridging a new relationship with the National Audubon Society. Tilley proudly supports the mission of Audubon and is working with its retailers to strengthen the organization through cross branding.

Tilley has re-branded their LTM5 Hat in Olive; it is now officially named the Tilley Audubon Hat. This style comes with Tilley’s lifetime guarantee and it also: floats, ties on in the wind, is certified UPF 50+, repels rain, is crushable, packable, machine washable and has Tilley’s infamous *secret* pocket. As with almost all Tilley Hats, the Audubon style is made in Canada.

“Consumers can purchase National Audubon Society consumer products, such as the Tilley Audubon Hat, and raise awareness of our conservation work,” said Sandy Pinto, director of Licensing. “We are excited to be working with Tilley and to gain their support for our mission and organization.”

Tilley makes *the best, most practical outdoor hats in the world™*. They are an essential accessory when enjoying wetlands and wildlife and they offer protection from the sun and rain. A Tilley client can feel good that their Hat purchase is associated with such a wonderful cause and organization.

Keep up to date on news from Tilley Endurables by subscribing to their RSS feed at <http://www.verdepr.com/smr/tilley>. And be sure to check out their [Facebook](#) page.

About the Audubon Society

Now in its second century, Audubon is dedicated to protecting birds and other wildlife and the habitat that supports them. Our national network of community-based nature centers and chapters, scientific and educational programs, and advocacy on behalf of areas sustaining important bird populations, engage millions of people of all ages and backgrounds in conservation. Please visit our [website](#) for more information.

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About Tilley Endurables

Tilley Hats can be purchased at more than 3,100 partner retailers worldwide, including over 1,900 active lifestyle stores across the United States. Consumers can find store locations and obtain further information at <http://www.tilley.com> or call 1-800-ENDURES (1-800-363-8737). A leader in travel and sun protection gear for more than 28 years, Tilley Endurables designs its signature Tilley Hats and travel clothing with unique, long-lasting features for travellers who embrace their unique spirit of adventure.

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Tilley Endurables and Verde PR & Consulting Fashion A New Relationship

Verde PR US-based Agency of Record

Toronto, Canada (January 7, 2009) –Function, form and style come together to embark on new adventures as Verde PR & Consulting signs on with Tilley Endurables. Tilley socks may be un-holely, but this partnership worships sun protection. Tilley’s unbeatable line of hats, socks and undies has been well travelled and has withstood the elements, from rain to sun to sweat.

What makes Tilley Hats so great are also features that make the adventure. Tilley is the first company to successfully bridge the concept of hats to gear. Some of the features that have put Tilley Hats on the map as “far more than just a hat” include: the highest available sun protection (UPF 50+), water or snow resistance, performance fabrics such as 3X Dry soft shell by Schoeller[®], technical wools and insect-proof (Insect Shield) branded technology, as well as proprietary design that includes document keepers and secret pockets for a traveller’s valuables. Most Tilley Hats are guaranteed for life against wearing out; come with a four-page Owner’s Manual, a 2-year, all-perils insurance policy against loss; float, tie on in gusty winds and are machine washable. Evidently, there’s a high level of engineering in every Tilley Hat.

No one should be excluded from experiencing adventure. As Tilley began as a Hat well suited for sailing, it has evolved to a collection of products even better suited for travelling and outdoor adventures, including both hobbies and pursuits. Tilley Hats, socks, underwear and accessories are made for everyone who wishes to embrace adventure without sacrificing style or function. All active travelers looking for smart solutions that pivot on versatility, performance and quality should keep Tilley top of mind - and on top of their head.

About Tilley Endurables

Tilley Hats can be purchased at more than 3,100 partner retailers worldwide, including over 1,900 active lifestyle stores across the United States. A leader in travel and sun protection gear for more than 28 years, Tilley Endurables designs its signature Tilley Hats and other clothing items with unique, long-lasting features for travellers who embrace their unique spirit of adventure. Retailers interested in contacting the Tilley Wholesale Department can call 800-555-2160 or e-mail uswhsale@tilley.com. See us at Outdoor Retailer booth # 24049

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About Verde PR & Consulting

Verde PR & Consulting is a full-service public relations, marketing, branding, and consulting agency, with an emphasis in sustainability. Verde's clients are in the nature-based outdoor, bike and snowsports industries, as well as the health and wellness and Lifestyles of Health and Sustainability (LOHAS) markets. Visit www.verdepr.com, or contact Kristin Carpenter-Ogden (kco@verdepr.com) for more information.

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The Tilley Soft Shell Hat TW5SS – Fall 2009

The Tilley Soft Shell Winter Hat is made-up of a winning combination. The styling is based on our popular TW2 Winter Hat design, and the fabric is an innovative concept from Schoeller® technology. This fabric, 100% nylon face with a bonded polar fleece backing, uses the **3XDRY®** technology that is revolutionary in the technical fabric field. **3XDRY®** - the 'feelgood' technology from Schoeller® keeps you:

- **Dry from the outside** - repels moisture and stains
- **Dry from the inside** - transports moisture quickly from the inside to the outside, where it can evaporate – so you will always feel good – no matter the activity
- **Dry in a flash** – significantly faster after washing, or after outdoor activities

All this, and it is still breathable, certified UPF 50+, crushable/packable and lightweight.



Available: Current Stock

Content: 100% Nylon with polar fleece bonded backing. The soft, breathable fleece is against your head, keeping you warm, cozy and comfortable

Colour: Black

Country of Origin: Made in Canada

Sizes: 6 7/8 – 8, 8+

Care: Machine or hand wash in cool water. Re-shape and air dry. Will dry in hours.

Brim Size: Front 2 5/8", Back 2 3/4", Sides 2 1/8"

Features:

- Guaranteed for Life not to wear out, Insured against loss
- Comes with a 4-page Owner's Manual
- Crushable and packable
- 3XDRY® technology (outlined above)
- Lightweight, weighs only 4.8 oz
- Secret pocket in the crown, large enough to hold a credit card, hotel key or cash
- Discreet tuckaway ear warmers in a cozy cotton/spandex material help you brave the elements. These ear warmers also offer 'staying power' when the wind starts to blow

Suggested Retail Price – USA: \$85.00

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LTM6 Insect Shield® Hat with Cape – New Spring 2009

Our number-one selling silhouette with the added features of Insect Shield® bug repellency and a tuckaway cape is sure to become a favourite among anyone who spends time in the outdoors. The tuckaway cape provides extra protection from the sun and insects, on those days where you need all the help you can get! The Insect Shield® repellency treatment, (lasts for 70 washings), helps protect you from mosquitoes, ticks, no-see-ums. Our Airflo® design keeps you cool and comfortable, and the broad brim ensures you are protected from the sun and rain. This outdoor adventure Hat covers all the bases!

Available: March 2009

Product: LTM6IS – LTM6 ® Insect Shield Hat with cape

Content: 100% Tilley Nylantium (nylon supplex)

Colours: Khaki with olive underbrim (Cape is khaki)

Brim Size: Front and back: 3 ½”, Sides: 2 ½”.

Cape: Back: 8 ¼”; Sides: 7 1/2”; Front closure: 10 ½”



Weight: 4.2 oz

Country of Origin: Made in Canada

Sizes: 6 7/8 – 8 3/8

Care: Machine (delicate cycle) or hand wash, cool water, (cape should be out of pouch with Velcro® attached together). Re-shape (cape should be untucked to dry properly), Air dry

Features:

- Guaranteed for Life not to wear out, Insured against loss
- Certified UPF 50+
- Protects you from the sun and rain
- Protects you from insects – treated with Insect Shield® repellency
- Cape discreetly tucks into the back portion of the brim, and is held in place with two Velcro® closures
- Cape has Velcro® at bottom. In windy conditions, you can fasten the cape under your chin for maximum protection
- Floats, ties on in the wind, secret pocket in crown

Suggested retail price - \$89.00 USD

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LTM6 Hat with Tuckaway Cape – Spring 2009

Tilley's number-one selling silhouette with the added feature of a tuckaway cape is sure to become a favourite among anyone who spends time outdoors.

The innovative tuckaway cape provides extra protection from the sun and rain and stays in place with a convenient Velcro® closure. When the cape is not in use, it tucks discreetly into the back brim. The *Airflo*® design, featuring a 1" mesh vent, keeps you cool and comfortable while the broad brim ensures you are protected from the sun and rain.

Tilley – The best outdoor Hat in the world™

Available: March 2009

Product: LTM6C – LTM6 with cape

Content: 100% Tilley Nylamtium (nylon supplex)

Colours: Khaki with olive underbrim (Cape is khaki)

Brim Size: Front and back: 3 ½", Sides: 2 ½".
Cape: Back: 8 ¼"; Sides: 7 1/2"; Front closure: 10 ½"

Weight: 4.2 oz

Country of Origin: Made in Canada

Sizes: 6 7/8 – 8 3/8

Care: Machine (delicate cycle) or hand wash, cool water, (cape should be out of pouch with Velcro® attached together). Re-shape (cape should be untucked to dry properly), Air dry

Features:

- Guaranteed for Life not to wear out, Insured against loss
- Certified UPF 50+ (maximum sun protection)
- Protects you from the sun and rain
- Cape discreetly tucks into the back portion of the brim, and is held in place with two Velcro® closures
- Cape has Velcro® at bottom. In windy conditions, you can fasten the cape under your chin for maximum protection
- Floats, ties on in the wind, secret pocket in crown

MSRP: \$79.00 USD

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Tilley Socks

Tilley Travel Socks - TA800 (\$16) / (Ankle) Travel Socks - TA803, TA804 (\$14)

Features:

- Moisture-escape panel for extra breathability
- Rib arch cradles your feet
- Help keep feet dry and comfortable
- Guaranteed to be hole-free for 3 years
- Made from 49% polypropylene, 46% nylon and 5% Spandex.
- Wash, wring and they will dry overnight
- Fabric rated UPF 50+, providing excellent UV protection



Colours: Khaki, Black, Navy (Ankle length available in: White, Khaki, Black)

Sizes: (Men's) M, L, XL (Women's) M, L

Washing instructions: Machine or hand wash. Air dry. Avoid machine drying. On the road? Wash in a hotel sink, wring completely in a towel and hang to dry. They will dry overnight depending on you, your towel and the humidity.

Tilley Walking Socks - TA801 (\$22)

Features:

- Cushioned sole for comfort
- Blended Merino Wool fabric with superior wicking capabilities to keep your feet warm and dry
- Made from a blended fabric comprised of 60% soft, luxurious Merino Wool – so fine you'll agree that it's itchless, 25% Nylon for strength and durability, 10% Friction Free™ Polyester for additional strength and to reduce blister causing friction, 2% Spandex for stretchy comfort and 3% Polypropylene (with alphasan) to reduce odour causing bacteria.
- Interwoven with Friction Free™ Polyester to help prevent blisters before they start
- Three-year `All-Holes-Barred-Guarantee`
- Fabric rated UPF 50+, providing excellent UV protection



Colours: Sagebrush, Navy, Khaki, Light Grey, Black

Sizes: S-XL

Washing instructions: Machine-wash warm delicate, machine-dry gentle or hand-wash and air dry. On the road? Wash in a hotel sink, wring completely in a towel and hang to dry. They will dry overnight depending on you, your towel and the humidity.

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