



Buff, Inc. Introduces Knit Collection, new Bandana, and Infinity Scarf

SANTA ROSA, Calif. (January 19, 2012)- Buff, Inc., known for stylish, versatile and innovative multifunctional headwear, will unveil for the first time a line of knit head and neckwear at Outdoor Retailer Winter Market (ORWM) 2012. The brand has also expanded on its breakout hits of 2012, the Bandana Buff®, and the Infinity Lyocell Buff®. Unveiling at ORWM is the lighter weight Bandana Buff® counterpart, the Bandana Ketten Buff®, and the eco-friendly Infinity Recycled Buff®.

No longer a style just for grandmas and knitting circles, Buff, Inc.'s knit offerings allow winter athletes and fashion-forward city dwellers a unisex accessory to stand up to any winter weather or activity. Available in both traditional chunky knit and an understated tight knit style, Buff, Inc.'s new Knit collection boasts serious technical performance underneath its cozy exterior. Visit Buff, Inc. in Outdoor Retailer Winter Market booth 3007 to get a feel for the unrivaled characteristics of knit.

HEADBAND KNITTED POLAR BUFF®

Packing warmth for downhill runs on the slopes, yet carrying exquisite style for hot cocoa breaks in the lodge, the knitted outer layer of the Headband Knitted Polar



Buff® suits your casual sense of style. The high-performance Polartec® fleece inner layer keeps you toasty and dry when your all-mountain pursuits heat up. Women and men will appreciate the hair style-preserving characteristics of a headband with the added bonus of letting heat escape during high-intensity downhill or Nordic runs. High-tech outerwear never looked so good.

\$27 MSRP.

NECKWARMER KNITTED POLAR BUFF®

The Neckwarmer Knitted Polar Buff® is the cold-weather solution for stylish warmth in a compact package. Knitted on one side and paired with super cozy fleece on the other, the Neckwarmer Knitted Polar Buff® keeps your neck or ears warm on frosty days, while also providing a cover for your nose when Jack Frost nips. With less length than an Original Buff®, this stylish knitted Buff® is just right for blustery days and perfectly compliments nearly all wardrobes. MSRP \$30.

NECKWARMER KNITTED REVERSIBLE BUFF®

With the new Neckwarmer Knitted Reversible Buff®, a cold-weather classic gets a Buff® update. Owing its styling to traditional knitted scarves, this vintage-looking accessory with a tubular shape wraps perfectly around the neck, and with a quick flip, can be turned inside out for an all-new look. Made from soft, wool-like yarn, its perfect for outdoor adventures or evenings in the lodge. MSRP \$30.

HEADBAND KNITTED POLAR BUFF®

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BANDANA KETTEN BUFF®

The release of the Bandana Buff® in 2011 sent shockwaves through the snowsports industry because never before had an accessory packed as much style and performance in the classic bandana configuration. With that momentum, Buff, Inc. is pleased to build on its bandana offerings, unveiling the new Bandana Ketten Buff® at this year's OR show. Whatever your style – be it edgy or understated – the Bandana Buff® will compliment your snow kit with its smart fabric and shorter, sleeker profile. Made from a unique lightweight material that protects your skin from cold or wind, and stands up to hard wear, the Bandana Ketten Buff® is perfect for everything from the snow park or the skate park. Available in a variety of edgy designs for \$26 MSRP.

INFINITY RECYCLED BUFF®

The new Infinity Recycled Buff® combines fashion and function into the perfect eco-friendly piece of apres-sport attire. The Infinity Recycle Buff® can be worn as a traditional scarf but with a quick twist of the innovative and seamless design, it can also be worn as a shawl, wrap, head scarf and more. Made from recycled plastic bottles, Buff, Inc. donates 1% of profits from sales to environmental causes. It's a great look that's great for the planet. Available in a variety of colors and creative printed designs for \$39 MSRP.

About Buff®, Inc.

Buff®, Inc., located in Northern California, is a subsidiary of Original Buff®, S.A. Spain, and established its U.S. presence in 2003. Celebrating its 20-year anniversary in 2012, Original Buff® now distributes products in more than 70 countries across the globe. Buff® performance headwear is all about versatility and simplicity – one garment serves many functions. Designed to offer technical performance and protection from the elements during a wide range of outdoor activities and sports, Buff® models are available in hundreds of designs and styles. The new models incorporate technical fabrics such as Polartec®, Coolmax®, Insect Shield®, GORE Windstopper®, and 100-percent natural Merino Wool. Watch how-to-wear demo videos and shop online at www.buffusa.com.