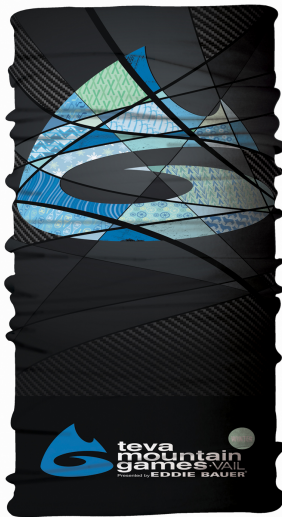




## Buff, Inc. Supports Winter Athletes and Events During Action Packed 2012

**SANTA ROSA, Calif. (January 19, 2012)** – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional head and neckwear, will see its support of snowsports athletes and events reach new heights this winter. Whether it's Polartec® fleece-based apparel like the Polar Buff® or Bandana Buff®, or stylish wool or knit head and neckwear, Buff, Inc. offers the ultimate technical accessory for every winter athlete from snowboarders to snowshoers and freeskiers, winter runners, Nordic skiers, and more. With its support of premier events and ambassadors, Buff, Inc. is wear-tested by some of the world's most accomplished athletes.



2012 will mark the first winter edition of the Teva Mountain Games, a beloved summer staple in Vail, Colorado. As an inaugural sponsor of the Winter Teva Mountain Games, Buff, Inc. will be outfitting attendees and athletes with a custom, TMG-inspired Original Buff® to help keep them warm, protected, and comfortable during mixed climbing, mountain cyclocross, big air biking, telemark skiing, snowshoe racing, and other events. For more information about the Winter Teva Mountain Games, visit [www.tevamountaingames.com](http://www.tevamountaingames.com)

Globetrotting ski mountaineer and Buff, Inc. ambassador Kim Havell continues to fly the Buff® flag on everything from groomers near her Salt Lake City home base to the steeps of mountaineering epics in Alaska and Tibet. This multi-sport enthusiast appears regularly on Outside Magazine TV, and shares stories from her travels with Powder magazine and other journals. Chances are if there's a ski movie premiering in your town, Kim's name will appear on the marquee. Learn more about Kim's list of ascents, descents, and impressive list of "firsts" on <http://www.HavellTravels.com>.

At the January 19-22 Outdoor Retailer Winter Market trade show, Buff, Inc. will showcase all of its winter-oriented product line, boasting thoughtfully designed patterns and styles no competitor can match. Please visit the Buff® booth, 3007, to learn more about the brand's exciting growth and expanded presence in winter sports.

Learn more about Buff Ambassadors and Events® at <http://www.buffusa.com>.

### 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](http://www.buffusa.com).

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