

NEWS RELEASE

GRUNDÉNS

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GRUNDÉNS LAUNCHES NEW SPORTFISHING APPAREL COLLECTION AT 2016 MIAMI INTERNATIONAL BOAT SHOW

Buyers, Media, and Consumers All Get First Look at Innovative Pants, Shorts, Shirts, Jackets and More

Grundéns — the company known for protecting Bering Sea crab fishermen in the world's toughest conditions — unveils a complete line of angling apparel that combines Grundéns' professional-grade quality with unmatched style, advanced new materials and purpose-driven features.

The full Grundéns Sportfishing Collection will make its public debut at the 2016 Miami International Boat Show February 11-15 in Booth #D252, and is scheduled to be available through retailers and the Grundéns online store beginning May 1. Years in development, the Sportfishing Collection includes a range of pants, shorts, technical and sportfishing lifestyle shirts, jackets and bibs in colors and styles designed to appeal to inshore, offshore and freshwater anglers coast-to-coast.

Breakwater Pants and Shorts

These garments are tailored from quick-dry 4-way stretch fabric for all-day comfort, yet still provide 50 UPF sun protection and superior water/stain resistance. Exclusive TidalWeave™ fabric technology creates seamless abrasion-resistant zones in the seat, pockets and knees (pants only), while maximizing comfort, breathability and ease of movement. An integrated tool pocket is lined with armor plated SuperFabric™ to resist cuts and wear in this critical area. These garments are packed with purposeful features including flap cover bellowed cargo pockets, snap security pockets, and articulated knees and crotch gussets for comfortable movement.

Dark & Stormy Jacket/Bibs

This innovative jacket and bib pant are each tailored from waterproof, breathable DValpine™ eVent® fabric for lightweight protection and freedom of movement. The Dark & Stormy Jacket offers an exclusive stretch wind/water skirt, rugged waterproof front zipper, push-button adjustable hem cord locks and recessed adjustable neoprene cuffs to seal out rain, spray and cold air at critical points. Packed with features for today's active angler, including five large zippered chest pockets for gear (two bellowed), rear zippered bellowed game pocket for large items and two waterproof zippered hand pockets. The Dark & Stormy Bib features adjustable suspenders and a water-resistant

stretch side/back panel for a tailored, comfortable fit, hook-and-loop adjustable waist cinch and cuffs, large bellowed cargo pockets, a waterproof crotch zipper and kangaroo chest hand-warmer pockets.

Stormlight Jacket

The new Stormlight Jacket is crafted from superlight nylon neo-stretch material that is waterproof and breathable for superior comfort and easy fishing motion. This jacket boasts many commercial-grade features, such as a fully adjustable hood, sturdy waterproof front zipper, large zippered storage pockets, adjustable hem and hook-and-loop adjustable cuffs to seal out rain and spray. Stain-resistant material resists scales and slime while keeping its good looks season after season. Great for the traveling angler, Stormlight is easy to pack for any fishing adventure and ready to protect the wearer from a light mist or unexpected downpour.

Dawn Patrol Jacket

Dawn Patrol is perfect for night fishing, morning runs or chilly fall days on the river — anytime extra warmth is needed to stay comfortable. Dawn Patrol features water- and stain-resistant nylon fabric and 40g polyfill insulation for lightweight, effective heat retention, even in damp conditions. It can be worn as a layer or as outerwear, with features including snap-up front closure, flap-cover chest pockets for gear storage, two spacious handwarmer pockets, and snap cuffs/adjustable hem cinch to seal out the cool dawn air. Dawn Patrol is easy to pack, easy to fish in, and easy to stow when the chill comes off the water.

Flybridge Long or Short Sleeve Shirt

With its water-resistant, stain-resistant, quick-dry fabric and distinctive plaid styling, the Grundéns Flybridge Shirt is equally at home on the water or swapping fish tales back at the dock. Available with long or short sleeves to suit different angling conditions, this shirt provides 4-way stretch for freedom of movement and mesh-lined shoulder blade vents to keep active anglers comfortable. An exclusive articulated armpit design allows for all-day casting without restriction, discomfort or chafing. Full 50 UPF sun protection keeps anglers protected during long, hot days on the water, with long sleeves that roll up and secure when not needed.

Hooksetter Long or Short Sleeve Shirt

This advanced shirt was engineered by Grundéns to keep inshore and offshore anglers cool, comfortable and looking good, on the water and off. Lightweight, 4-way stretch fabric specially tailored for fishing action gives anglers complete comfort and ease of movement whether poling a skiff, casting a plug or battling a fish. Two well-designed hidden shoulder blade vents cool the core during hot action, yet don't interfere with this shirt's styling and feel. An exclusive articulated armpit design provides unrestricted motion for inshore and offshore anglers. The Hooksetter is water resistant, repels stains and provides 50 or 30 UPF sun protection (based on color), yet it dries quickly when exposed to sea spray or perspiration. Long sleeves easily roll up and secure out of the way with special tabs.

Gaff Short

When the angling action is hot and fishermen need to keep cool, the Gaff Short is an ideal choice. Tailored from 4-way stretch cotton/polyester/spandex blend fabric with DWR, this short delivers the water-resistant, stain-resistant, quick-drying performance serious fishermen require. The Gaff Short provides 50 UPF sun protection, along with a long list of important fishing features — including a tool pocket lined with slash-resistant, abrasion-resistant armor

plated SuperFabric™. Five available pockets, including a zippered cargo pocket, provide ample storage for fishing gear and personal items.

Fish Head Shirt

The long sleeve Fish Head Shirt provides full coverage and 50 UPF sun protection, while integrating special cooling yarn to keep anglers “comfortable-to-the-core” during the heat of battle. Designed for quick-drying comfort and tailored from 4-way stretch fabric for ease of movement, the Fish Head Shirt is an ideal choice for all warm-weather angling pursuits, whether it’s chasing billfish, battling giant tuna or prowling the flats. The unique styling of this shirt includes three functional, attractive colors of Grundéns “Fish Head” marine camouflage. Actually created from a pattern of fish head outlines, this exclusive camouflage looks great while breaking up the angler’s profile on the water. This shirt is also offered in four coolness-enhancing solid colors.

Fish Head Short

This is how Grundéns does board shorts — designed for athletic movement and packed with well-thought-out fishing features. Tailored from stain-resistant, quick-drying 4-way stretch fabric offering 50 UPF sun protection, the Fish Head short gives serious anglers the comfort and freedom of movement to fish hard and long. Unique features include a spacious tool pocket lined with armor plated SuperFabric™ for extreme slash and abrasion resistance, a sturdy zippered fly with cord-tie waistband and a zippered cargo pocket. Three exclusive” Fish-Head” marine camouflage patterns — created from actual fish head outlines — break up your profile on the water and catch envious looks back at the dock.

For additional information about all the products in the 2016 Grundéns Sportfishing Collection — including availability and retail outlets nationwide — contact Grundéns at 800.323.7327 or visit www.grundens.com.

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