

## Zika Virus: ExOfficio BugsAway Clothing Provides Protection for Travelers to At-Risk Areas

**Seattle, WA (February 4, 2016)** – Mosquito-borne illnesses such as malaria, Dengue fever and West Nile virus are still a challenge throughout the globe. However, a newer mosquito-borne illness called Zika virus is causing serious concerns in Brazil as well as the Caribbean, Central America, Mexico, Puerto Rico, and South America where it has been linked to a rise in infants born with microcephaly and other birth defects. Because there is no vaccine for Zika, the Centers for Disease Control and Prevention (CDC) recommends protection from mosquito bites including the use of permethrin treated clothing like ExOfficio's [BugsAway®](#) line of men's and women's travel apparel and accessories.

ExOfficio was the first consumer apparel brand in the U.S. to utilize [Insect Shield®](#) technology in 2004, and has provided comfort, convenience and protection to travelers for over 10 years through its BugsAway collection of apparel and accessories designed for travel. ExOfficio's BugsAway styles are designed with travel-ready features and performance fabrics so that the wearer can travel with confidence. The [insect repellent](#) technology utilizes permethrin, which is invisible, odorless, and tightly bonded to the fabric fibers, lasting the [expected lifetime](#) of the garment. BugsAway products with Insect Shield technology are vetted, safe, and proven [effective against](#) mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums), aiding in the battle against insect-borne diseases such as the Zika virus.

When [traveling to countries](#) where Zika virus or other viruses spread by mosquitoes are found, the [CDC](#) recommends some of the following prevention tactics:

- Wear long-sleeved shirts and long pants.
- Use EPA-registered insect repellents (such as permethrin, used in ExOfficio BugsAway treated with Insect Shield)
- Stay in places with air conditioning or use window and door screens to keep mosquitoes outside.
- Sleep under a mosquito bed net if you are overseas or outside and are not able to protect yourself from mosquito bites.
- Treat clothing with permethrin or purchase permethrin-treated clothing
- Always follow the label instructions when using insect repellent or sunscreen
- Help reduce the number of mosquitoes inside and outside your home or hotel room by emptying standing water from containers such as flowerpots or buckets



For the most updated information about the Zika virus, travelers should visit <http://www.cdc.gov/zika/>.



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ExOfficio's [BugsAway collection](#) includes men's and women's long sleeve shirts and pants, many with [built-in UV protection](#) as well as insect protection. Other styles available for [men](#) and [women](#) include short sleeve shirts, tees, jackets, hats, and socks; plus [neck gaiters](#) and [bandanas](#). Items from the ExOfficio BugsAway collection are available for purchase from [local and online specialty retail stores](#), including ExOfficio's own [flagship stores](#) in the U.S. or online at [www.exofficio.com](http://www.exofficio.com). The [newest spring styles](#) will be available in mid-February 2016.

### **About ExOfficio®**

*ExOfficio believes that the magic of travel, whether you seek different cultures, epic scenery or the thrill of the unknown, is a chance to create perspective and vitality by opening your mind to the wonders of the world. Since 1987, ExOfficio has celebrated the traveler by crafting garments that allow one to experience the world unhindered. Intelligently designed products with tangible benefits—including the best-selling Give-N-Go® underwear collection and lightweight, wrinkle-free fabrics with bug, sun and water protection—are focused on one goal: comfortable performance. ExOfficio is sold internationally, online and in specialty outdoor and travel stores, including four of their own flagship stores in the U.S. For more information about ExOfficio, visit [www.exofficio.com](http://www.exofficio.com).*

### **About Jarden Corporation**

*Jarden Corporation is a diversified, global consumer products company with a portfolio of over 120 trusted, authentic brands. Jarden's record of strong financial performance and organic growth is supported by a focused operating culture coupled with value enhancing acquisitions and shareholder focused capital allocation. Jarden operates in three primary business segments through a number of well recognized brands, including: Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Envirocooler®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew-Cornell®, Mapa®, Millefiori®, NUK®, Pine Mountain®, Quickie®, Spontex®, Tigex®, Waddington, Yankee Candle® and YOU®; Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, Dalbello®, ExOfficio®, Fenwick®, Greys®, Gulp!®, Hardy®, Invicta®, Jostens®, K2®, Marker®, Marmot®, Mitchell®, Neff®, PENN®, Rawlings®, Shakespeare®, Squadra®, Stearns®, Stren®, Trilene®, Vökl® and Zoot®; and Consumer Solutions: Bonaire®, Breville®, Cadence®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rainbow®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®. Headquartered in Florida, Jarden ranks #348 on the Fortune 500 and has over 35,000 employees worldwide. For further information about Jarden, please visit [www.jarden.com](http://www.jarden.com).*

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