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ExOfficio Expands Collection Designed for Urban Travelers

Spring 2017 line helps travelers blend in and stay cool in warm weather urban destinations.

Seattle, WA (July 12, 2016) – For 30 years, ExOfficio® has helped people experience the magic of travel through the design of innovative apparel, giving travelers the confidence and freedom to explore the world. After a successful fall 2016 introduction of an urban travel inspired apparel collection, the brand is expanding the offering in spring 2017 with styles designed to help travelers stay cool and comfortable in warm-weather urban destinations.

Urban travel is the fastest growing segment of the global leisure travel market, and comes with its own unique set of challenges. Urban travelers seek to experience the local culture through dining, museum visits, and long walks through the city. Yet a day of urban exploration can be physically challenging, with a range in temperatures, physical activity, and prolonged sun exposure, requiring performance travel apparel that can stand up to the job, but has traditionally left urban travelers compromising style for performance in their apparel. ExOfficio's urban travel styles overcome that compromise by allowing the traveler to dress in contemporary style, with function built-in to keep them cool, protected, and feeling fresh no matter where the day takes them.

"The urban traveler packs a lot of activity in their day," said Brian Thompson, ExOfficio general manager. "They are looking for apparel that packs light, is socially versatile and has the performance features that keep them looking and feeling fresh from morning to night."

Urban travel in warmer temperatures also comes with the health risks associated with exposure to sun and heat. Seven of the last 10 years were the warmest on record, and 2015 was the warmest year yet. ExOfficio's urban collection for spring 2017 includes a wide variety of pieces with its award-winning Sol Cool™ cooling technologies to reduce skin temperature, increase comfort, and neutralize odor to prolong the time travelers can remain on the move in hot climates.

Every piece in the urban collection is designed to meet the unique needs of the urban travel experience, using functional technologies and fabrics that feel as good as they work, providing a variety of benefits such as UPF protection, odor-reduction, mobility, wrinkle-resistance, and easy care on-the-road. Clean, understated, and covert styling encompasses purposeful, intelligent design details such as hidden security zip pockets to keep valuables safe, long-lasting durability, and luxurious fabrics for comfort all day long.

Highlights from the ExOfficio spring 2017 collection for urban travelers include:



Women's Sol Cool™ Costera Ankle Pant

Modern and literally cool, these chino styled pants have top-stitched pocket welts and cuffed hems for a flattering look and comfortable wear.

- Comfortable cotton/nylon blend with stretch
- Jade powder infused yarn slows the absorption of heat and feels cool to the touch
- Wicking and wrinkle-resistant
- SILVADUR™ odor-resistance for longer wear
- UPF 50 sun protection
- Two back welt pockets and two front hand pockets with passport-sized security zip pocket in right
- Adjustable 27"-28" inch inseam length with cuff
- Sizes 2-16 / natural fit
- Available in dark charcoal and scotch colors
- \$95 MSRP



Men's Sol Cool™ Costero Pant

A streamlined cut delivers understated style while cooling stretch fabric keeps him comfortable all day long.

- Comfortable nylon/polyester/spandex blend with stretch
- Jade powder infused yarn slows the absorption of heat and feels cool to the touch
- Wicking and quick-drying
- Water, wind, and stain-resistant
- UPF 30 sun protection
- Two slash front hand pockets with passport-sized security zip pocket in right
- Two back zip pockets
- Sizes 30-42 regular and short inseam / natural fit
- Available in carbon and walnut colors
- \$95 MSRP



Women's Sofia™ Shirt

A perfectly refined, classic shirt that does it all is a traveler's dream. The Sofia delivers the easy-care, softness and stretch of nature-derived Sorona® blend for resistance to stains, wrinkles, and UV rays while dialing in the details: hidden buttons, French cuffs, extra length, and a flattering cut that adapts to fit her style on any trip.

- Nature-derived Sorona® has a soft, natural hand with stretch
- Moisture-wicking and quick-drying 80% polyester/20% Sorona fabric
- Wrinkle-resistant and stain-resistant
- SILVADUR™ odor-resistance for longer wear
- UPF 30 sun protection
- Hidden center front button-down placket
- Hidden security buttons at chest to prevent gaping
- French cuffs
- Longer tunic length for coverage and versatility
- Sizes XS-XL / natural fit
- Available in white and raven colors
- \$85 MSRP

Men's Toreno™ Shirt



Low-profile meets high-tech for him with the easy-care, softness and stretch of nature-derived Sorona® blend for resistance to stains, wrinkles, and UV rays while looking sharp.

- Nature-derived Sorona® has a soft, natural hand with stretch UPF
- Moisture-wicking and quick-drying 80% polyester/20% Sorona fabric
- Wrinkle-resistant and stain-resistant
- SILVADUR™ odor-resistance for longer wear
- UPF 30 sun protection
- Armhole gusset ventilation and mesh-lined back yoke
- Roll-up sleeve tabs
- Passport-sized hidden security zip pocket on right
- Sizes S-2XL / natural fit
- Available in white and raven colors
- \$100 MSRP

Men's Sol Cool™ Cooling Underwear



Ideal comfort starts at the base layer, and underwear that adapts with your temperature takes it to a new level. The soft comfort of mercerized cotton combines with the performance of a cooling, breathable, and dynamic hydrophobic fiber to create a new breed of performance cotton underwear that keeps travelers cool, dry, and comfortable.

- Responsive cotton and nylon dynamically changes perspiration's cooling and evaporation rate in response to body temperature, keeping the wearer dry and cool.
- Jade-infused wicking nylon fibers absorb excess body heat to create a constant cooling effect.
- Soft and smooth mercerized cotton provide long-lasting, durable comfort
- Five-inch inseam length
- Sizes S-2XL / stretch to fit
- Available in 6 solid colors and 6 prints
- \$32-\$46 MSRP

Items from the new ExOfficio spring 2017 collection will be available for purchase at [retail stores](#) and [online](#) throughout North America and Europe in February 2017.

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 five of their own flagship stores in the U.S. For more information about ExOfficio, visit www.exofficio.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr.



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Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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