

S°Warm technology elevates versatility of travel apparel *Innovative S°Warm Technology provides layering-system to keep travelers warm and comfortable*

Seattle, WA (December 13, 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. For fall 2017, ExOfficio has elevated the versatility of travel apparel with the expansion of S°Warm Technology to keep travelers warm and comfortable during cool weather travel.

When visiting cool weather climates, travelers are often challenged to accommodate bulky, heavy layers needed to stay warm. To help travelers stay warm with minimal bulk and without sacrificing personal style, ExOfficio is expanding its offering of apparel styles that utilize S°Warm Technology, which actively creates and stores warmth.

“Keeping warm and comfortable means the traveler can spend more time exploring their destinations,” said ExOfficio General Manager, Brian Thompson. “We want travelers to feel empowered to visit cool weather locations and our S°Warm pieces allow them to pack less yet do more.”

S°Warm technology is a family of adaptive performance yarns and fabric treatments that provide a high warmth to weight ratio that keep the traveler warm and comfortable. These innovative treatments are designed into garments to provide the traveler with the right technology for each layer of their outfit. First layers have S°Warm technology that converts water vapor from the body to thermal energy. Second layers work to trap body heat without bulk, and outer layers provide warmth through insulation even when wet. Additionally, ExOfficio has incorporated IR reflection technology into all layers of the S°Warm collection to trap body heat and reflect it back to the skin.

Highlights from ExOfficio fall 17 S°Warm collection include:



Women's Robson Reversible Hoody

The crossed cowl neck opening and tunic-length of the Women's Robson Hoody give the classic hoody a modern and playful stream-lined look. This hoody features a solid-saturated colorway and reverses to a subtle stripe which means this piece is truly two hoodies in half the space. The S°Warm Hollow Fiber traps heat to keep you warm while Silvadur finish fights odor and bacteria.

- S°Warm Technology includes Hollow fiber which traps the body's heat providing more warmth at a lighter weight than conventional fibers
- Reversible double-knit fabric
- Odor resistant
- Three panel fitted hood
- Natural fit, sizes XS-XL
- Available in chili oil, lilac grey, blueprint, and carbon
- MSRP: \$85



Women's Kelwona Hoody

Polished, ultra-soft mélange hoody with hexagonal quilting has deep jersey cuffs and waistband for movement.

- S°Warm Technology includes IR Reflective ceramic particles in the fibers reflect the body heat back to the skin
- Quilted raglan sleeves
- Two security zip hand pockets that fit a passport
- Stretch knit panels
- Three panel fitted hood
- Natural fit, sizes XS-XL
- Available in chili oil, grey heather, blueprint, and black
- MSRP: \$125

Also available in women's:

- **Kelwona Full Zip / \$120**



Women's Galiano V Neck

Terma V Neck is updated with yokeless bodice, dolman sleeves, and offset shoulder seams. Rayon blend creates a soft drape.

- S°Warm Technology includes engineered acrylic fiber which absorbs water vapor from the body and converts it into thermal energy. Bundled together, the fibers create air pockets that insulate the body and prevent warm from escaping. An IR finish reflects the body's heat back to the skin
- S°Warm Technology includes IR Reflective ceramic particles in the fibers reflect the body heat back to the skin
- One hidden security zip pocket on right side that fits credit card
- Forward-rolled shoulder seams for abrasion resistance
- Natural fit, sizes XS-XL
- Available in capri blue heather, lilac grey heather, chili oil heather, and black heather
- MSRP: \$70



Women's Greystone Jacket

Slim silhouette with vertical quilting and low-profile pockets. DWR Teflon Shield+ treatment on knit wool blend for protection from rain.

- S°Warm Technology includes Insulation uses hydrophobic synthetic fibers that provide exceptional warmth and water resistance
- Water and stain resistant
- 40g of Thinsulate Platinum Insulation
- Two security zip hand pockets that fit a passport
- Stretch knit panels
- Interior phone zip pocket
- Interior drop-in pocket on right side that fits passport
- Sizes XS-XL
- Available in black
- MSRP: \$150



Men's Harwood 1/4 Zip L/S

Cushy ¼ zip hoody with hexagonal-quilted body that has jersey arms and side panels for movement. It remains low-profiled and contains a zippered wet kangaroo hand pocket.

- S°Warm Technology includes IR Reflective ceramic particles in the fibers reflect the body heat back to the skin
- Jersey arms and side panels
- Chin guard prevents chafing
- Zip closed pouch pocket
- Natural fit, sizes S-2XL
- Available in grey heather and black
- MSRP: \$120



Men's Okanagan Marco Check Shirt

Soft technical flannel that keeps the traveler warm and stays brighter than traditional cotton flannel.

- S°Warm Technology includes Hollow fiber which traps the body's heat providing more warmth at a lighter weight than conventional fibers.
- S°Warm Technology includes Flannel brushing which is a specialized brushing technique which makes technical fabrics warm to the touch with a luxurious hand. Raised fibers provide space to trap warm air next to the skin
- Soft flannel material
- Shirt-tail hem
- Security zip pocket hidden by left placket edge
- Offset shoulder seams
- Back pleats for mobility
- Mobility Natural fit, sizes S-2XL
- Available in blue lake, timberline, and black
- MSRP: \$85



Men's Hastings Pant:

Lightweight pant with stretchy stylishly prepares the traveler for inclement weather.

- S°Warm Technology includes IR Reflective ceramic particles in the fibers reflect the body heat back to the skin
- Hidden zipper security pocket on right side seam
- Hidden security zip pocket inside right back pocket
- Internal left back security zip pocket
- Indestructible Button System
- Brushed tricot waistband
- Natural fit, regular and short sizes 30-42
- Available in obsidian and walnut
- MSRP: \$95



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Items from the new ExOfficio fall 2017 collection will be shown in January 2017 at the Outdoor Retailer Winter Market in booth #14027 at the Salt Palace Convention Center. They will also be available for purchase at [retail stores](#) and [online](#) throughout North America and Europe in August 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®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, 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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