



IBEX LAUNCHES SPRING/SUMMER 08 PRODUCT LINE

LINE FEATURES EXPANDED PERFORMANCE AND LIFESTYLE LIGHTWEIGHT WOOL TOPS, ORGANIC COTTON SHORTS AND SKIRTS AND FULL CYCLING COLLECTION

Woodstock, VT (July 2007)—Ibex Outdoor Clothing, the wool experts, will introduce the Spring/Summer 2008 collection with new pieces in its seasonal collection and expansion of the cycling and year round offerings. Cross-over performance and lifestyle tops feature classic designs with a focus on finish detailing, stitch design and hand screened prints for added appeal. In its second year, the successful organic cotton collection will be expanded and Ibex's most popular styles including the Woolies and Shak will continue to be offered as year-round staples. Leading the trend in the comeback of wool for cycling, Ibex has added a high-performance technical bib. Caps and ultra-lightweight wool hairbands round out the new product line. Ibex's commitment to creating functional beautiful pieces from one of nature's purest fibers with a dedication to environmental consciousness continues to be the hallmark of the brand. The new Ibex line will be introduced to retailers and trade at the Outdoor Retailer Summer Market in Salt Lake City

"This new warm weather collection is our largest yet," said Keith Anderson, Ibex marketing director. "Ibex is seeing great growth at retail in the summer months. The new and updated wool and organic pieces throughout the collection merchandise incredibly well with a rich color palette and detailing. This line is streamlined and looks fantastic. Our retailers and customers will be pleased with the aesthetics and feel of the line as well as the message of environmental conscientiousness that stands behind the Ibex brand."

NEW PRODUCTS FOR SPRING/SUMMER 2008

IBEX WOOL

For warm weather, Ibex offers two wool fabric choices, exclusive superfine 17.5 micron Merino and the tried and true 18.5 micron Merino Ibex wool. Both are for use in a wide variety of environments. While the properties include superior moisture management, excellent body temperature regulation, and anti-stink for performance, the Ibex wool also holds colors extremely well. The Ibex design team has chosen a vibrant color palette for spring/summer 2008 which includes crayon blue, ice violet, warm green and burnt red for women and kelp, fog, coconut shell and 18K (a warm gold) for men.

"Some of the new contrast blind hem stitching throughout the line is meant to give the pieces additional interest," adds Jinesse Reynolds, Ibex chief designer. "None of our pieces make a loud, bold, in-your-face statement. We aspire to be subtle, classic and clean in our details. It is this, our superior fabrics that are sourced and followed through the production channels with consideration to our environment, and the careful selection of color combinations that are Ibex's stamp of quality."

WOMEN'S TOPS

New short-sleeved Merino tops will be highlighted in the women's line for spring '08. The **Crossover Short Sleeve** is a form-fitted, feminine V-neck tee made of 17.5 micron Merino featuring a half inch contrast stripe surrounding the neckline and forming an X under the bust line and into the waist at the sides. Made of 18.5 micron Merino, the **Cadence**, a sleek, athletic-inspired tee features contrast threading and iPod-friendly openings on each side along the shoulder seams. Ibex's new, whimsical **Fish T** has a deep scooped neckline and cap sleeves, it is semi-fit with contrast stitching along the seams. The two-color hand-screened print features tiny fish swimming through seaweed for interest and fun.

The new lightweight, three quarter sleeve **Rossa Hoody** features a cross over neckline and 360 contrast stripe, creating an empire effect. The design is semi fit and feminine.

MEN'S TOPS

New tops for men include the **Stripe T**, a t-shirt with over-dyed tonal bi-stripes and off shoulder seams, the **Ringer T** with contrast collar, cuffs and shoulder stripes, and the **Cadence T** with contrast bound collar and sleeves as well as contrast stitching on the shoulder seams and front and back yoke. All are semi-fit and made of 18.5 micron Merino and are great lifestyle pieces with performance features.

The **Mechanic's Shirt** is a button front, collared 18.5 micron Merino shirt with a contrast detailing and relaxed fit, perfect for casual Fridays or weekend relaxing.

ORGANIC COTTON

In its second season, Ibex continues to embrace the organic cotton line of bottoms and t-shirts for men and women. The SKAL certified organic cotton bottoms offer a more structured option with a selection of shorts and skirts. They are super-soft, stone washed, not chemically treated, and have been dyed using low impact dyes. The women's pieces are embroidered with details that are intended to tie back to the colors offered in the wool tops.

WOMEN'S BOTTOMS

Expanding its offerings for women, the bottoms collection will add several new pieces including the 18.5 micron Merino **Pizzi Skirt**. The skirt adds a touch of Lycra for stretch-and-return and features a relaxed, slightly flared below-the-knee fit with a wide low waistband for comfort.

The new organic cotton canvas **Deere Short** offers a relaxed fit falling just below the natural waistline with a 6" inseam. Features include a wide waistband with belt loops, a small cargo pocket and decorative thread detailing and embroidery for added interest.

MEN'S BOTTOMS

New in the men's organic cotton offering are the **Caspian Short**, with a 10" inseam, zippered stash pocket and two back cargo pockets; and the **El Fixie**, a three quarter length, 21" inseam pant with two back patch pockets. The cotton is lightly brushed and soft and both offer a relaxed fit.

Added to the Ibex baselayer program for spring '08 is the **D-Lux Boxer**. Made of 18.5 micron lightweight Merino, this soft, on skin boxer is semi-fit and features flatlock seams and fly.

CYCLING

As part of its core line, Ibex's cycling category continues to convert cyclists to the benefits of wool. The natural properties of the Merino fiber traps pockets of air and regulates the body from high to low temperatures, the fabric keeps riders insulated even when wet. Bright, long-sleeved, short-sleeved and sleeveless jerseys for men and women are stand-outs in the Fall 07 line. The new **Arrivee Bib Shorts** for men will be introduced featuring an 84% Merino/11% Nylon/6 % Spandex blend with upper back and straps made entirely of lightweight wool mesh. A Polyester/Spandex panel on the seat and inner thigh area will prevent the rider from chafing. Additional features include gripper elastic hems and a 4-way stretch micro-fine polyester, anti-microbial pad.

ACCESSORIES

To complete the line, Ibex offers a fun, lightweight Merino **Skull Cap**, a **Cordy Cap** made of 100% enzyme-washed cotton Bedford cord, and the women's **Seaweed Cap** made of lightweight cotton twill and embroidered with a seaweed design on the front and back. A new series of whimsical wide and narrow fashion **Hair Bands** with soft, detailed thread designs are made of remnant 18.5 micron Merino.

YEAR ROUND

The category that encompasses some of Ibex's favorite performance pieces include the **Woolies, Escape, Shak, Zepher, Long Johns, Long Janes** and **Roaster Boxers** for both men and women. These pieces are offered as part of Ibex's year round offering.

ABOUT IBEX

Ibex Outdoor Clothing, LLC was founded in 1997 in Woodstock, Vermont by John Fernsell and Peter Helmetag with the vision of offering the highest quality performance clothing using nature's miracle fiber— wool. Creatively designed with performance in mind, Ibex apparel provides consumers with an entire garment range using a variety of Merino wool fabrics to deliver comfort for outdoor living during all seasons. Ibex headquarters in Vermont are wholly powered by cow-power through CVPS Cow Power™, one of the country's fastest growing renewable energy programs. Visit www.ibex.com for more information.