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BARE Sportswear Corp.
1755 Grant Avenue
Blaine, WA USA 98230

FitzWright Company Limited
5760 Production Way
Langley, BC CANADA V3A4N4

FOR IMMEDIATE RELEASE: BARE LAUNCHES A PREMIUM FULL-STRETCH SUIT

BARE Sportswear Corp, a subsidiary of FitzWright Company Limited, has announced the launch of a new, high-end full-stretch wetsuit line called ELASTEK. The new BARE ELASTEK utilizes the latest in neoprene laminates to provide uninhibited flexibility and stretch with a soft feel and ample abrasion resistance. In the ELASTEK, BARE has combined this new material with their legendary anatomically correct patterning and 3D shape, premium components like a color-matched G-lock zipper and superior construction methods and graphics to produce a top-of-the-line full-stretch suit.

"To us, the BARE ELASTEK represents a full-stretch suit done right. Place the ELASTEK side by side any competing wetsuit and you will not only be able to feel the difference, you'll see it too. Our suit has a 3D shape that exemplifies our dedicated craftsmanship, while the competition can look quite flat. This shaping is key in elevating consumer comfort and keeping stress loads on seams to a minimum. Add to that the use of premium components in construction and the fact that we offer it in the largest size range of any competing full-stretch product, and you'll quickly discover why we're so excited about ELASTEK's introduction." said Geoff Power, President of the FitzWright Group of Companies.

The BARE ELASTEK wetsuit line consists of a 3, 5 and 7mm fullsuit with an optional 7mm over-vest for both men and women. It comes in 15 sizes for men and 13 sizes for women. The line was introduced to the trade at DEMA and will be showcased through a new advertising campaign, point-of-sale materials, hangtags and other pieces of communication set to launch in the first quarter of 2008.

About the Company:

FitzWright Company Ltd. is one of North America's largest manufacturer's of dive and survival suits under the BARE and FitzWright brand names. As a wholly owned subsidiary of Amer Sports, FitzWright and the BARE brand are part of a world-leading family of sports brands that include: Suunto, Atomic, Salomon, Wilson and Precor.

For more information on BARE and the FitzWright Group of Companies visit www.baresportswear.com To learn more about Amer Sports, please visit www.amersports.com

For Press Release Inquiries:

Jason Holley
Marketing & Brand Manager
604-533-7848 x 231
Jason@bare-wetsuits.com

Men's ELASTEK



Women's ELASTEK

