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BARE Sportswear Corp.  
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**FOR IMMEDIATE RELEASE: BARE INTRODUCES INDUSTRY FIRST LIFETIME GUARANTEE**

BARE Sportswear Corp, a subsidiary of FitzWright Company Limited, has announced the introduction of a drysuit Lifetime Guarantee against flaws or failure in seams and workmanship. *Much more than a warranty, BARE is the first and only drysuit manufacturer to offer a Lifetime Guarantee. Except for normal wear and tear, misuse or negligence, BARE will honor all claims against seams and workmanship for the life of our drysuits worldwide. Even if you're not the original owner, you're covered.*

The Lifetime Guarantee applies to all of BARE's diving drysuits past, present and future. What makes this Guarantee truly innovative is that the "lifetime" actually refers to the product's lifespan, not the owner's. This allows the Guarantee to follow the suit and will cover the original owner and all subsequent owners of that drysuit.

"In a category where the next closest competitor offers only a 7 year warranty, we think most people will agree that the BARE Lifetime Guarantee says something quite extraordinary about the quality of the people, workmanship and expertise that goes into each and every one of our drysuits" said Geoff Power, President of the FitzWright Group of Companies. "It is another concrete example of how we're continually striving to live up to our *Done Right* philosophy".

BARE launched the Lifetime Guarantee to the trade at DEMA and will be communicating this message 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](http://www.baresportswear.com) To learn more about Amer Sports, please visit [www.amersports.com](http://www.amersports.com)

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