



WOOLRICH®
ELITE SERIES
TACTICAL™

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**WOOLRICH ELITE SERIES TACTICAL EXPANDS SHIRT OFFERINGS WITH THREE
STYLES AVAILABLE MARCH '09**

***Premium 100 Percent Cotton Ripstop Fabric Offers Increased Durability; Strategic
Features Provide Enhanced Conceal and Carry Capabilities***

WOOLRICH, PA. (Dec. 8, 2008) – Expanding upon the success of its tactical shirt offerings, Woolrich Elite Series Tactical today unveiled three new styles with innovations in fabric technology, concealment facilitation and personal comfort. The new shirts include: the Long Sleeve Lightweight Operator Shirt, the Short Sleeve Lightweight Operator Shirt, and the Concealed Carry Weapons (CCW) Shirt. The new shirts will be unveiled at SHOT Show '09 and will be available at tactical outlets this March.

“These shirts provide the very best in comfort and performance without sacrificing the necessary practicality that top tactical operatives demand,” Ron Bernstine, sales manager for Woolrich Elite Series Tactical. “We have incorporated the feedback from tactical operatives who rigorously test and wear our products. These new shirts reflect their invaluable professional input.”

Long Sleeve Lightweight Operator Shirt

Based on the popular Elite Long Sleeve Shirt, this new version includes the following features: 100 percent cotton ripstop for durability; DuPont™ Teflon® fabric protector to repel water and oil based stains;

Woolrich Elite Series Tactical Expands Tactical Shirt Offerings

UPF+ 30 for sun protection; a zippered concealment pocket; a convertible sleeve for convenience; a hidden button-down collar; utility pockets with a zipper enclosure; a three-piece ventilated back; and underarm gussets with vent holes; and reinforced elbows. It is available in Khaki, Black, Sage and Navy.

Elite Long Sleeve Lightweight Operator Shirt



Short Sleeve Lightweight Operator Shirt

Featuring the same high level performance and functional details as the Long Sleeve Lightweight Operator Shirt, this shirt has short sleeves for warmer climates. It is available in Khaki, Black, Sage and Navy.

Elite Long Sleeve Lightweight Operator Shirt



Concealed Carry Weapons Shirt (CCW)

The CCW two-pocket short sleeve shirt is designed for a discreet and casual street look. It uses 100 percent polyester in a technical weave fabric with wicking capabilities and UPF 30+ protection. Tactical features include the Woolrich Elite Series lower front magnetic button closure and a side vent system that allows users rapid access to gear worn on the waist. It is available in Blue, Chambray, Gold, and Sage.

Elite Concealed Carry Weapons Shirt



For further information on Woolrich Elite Series Tactical, visit www.WoolrichEliteSeriesTactical.com

About Woolrich: Established in 1830, WOOLRICH® is the authentic American brand that embraces the outdoor lifestyle. Trusted by generations of loyal consumers, Woolrich—The Original Outdoor Clothing Company—continues a tradition of quality and value. A brand known worldwide, Woolrich products include functional, comfortable and durable men's and women's sportswear, outerwear, and accessories. The Woolrich Elite Series Tactical line was developed by working closely with military, law enforcement and private security communities. Their input, combined with Woolrich's apparel expertise, led to the creation of clothing that performs under demanding and specialized needs.

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