



**Seirus Snow Sports
PR Overview**

Key Results December 2011 - April 2015

1.3 Billion estimated potential earned media impressions delivered by Seirus editorial coverage

2011-12 Season = 65,000,000

2012-13 Season = 191,000,000

2013-14 Season = 630,000,000

2014-15 Season = 435,000,000



2012

- 2/27/12 2012 SIA Snow Show Daily Day 2: HeatTouch featured
- 2/29/12 SIA Snow Show Daily Day 4: Seirus co-President featured in "Heard in the Aisle" section

2013

- 1/5/13 SIA Snow Show Preview: HeatWave introduced
- 1/31/13 SIA Snow Show Daily Day 1: Seirus executives featured in "At the Show Images" section
- 1/31/13 SIA Snow Show Daily Day 1: Seirus CFO featured in story on "Suppliers from around the world"
- 2/3/13 SIA Snow Show Day 4: HeatWave line introduced, including details on the kinetic heat return system
- 1/30/14 SIA Snow Show Daily Day 1: Seirus HeatTouch featured as leader of battery heated segment in "Glove Overview" story

2014

- 1/30/14 SIA Snow Show Daily Day 1: Seirus HeadzOs featured in "Gear to Grow the Sport" story
- 1/30/14 SIA Snow Show Daily Day 1: HeatTouch featured as leader of battery heated segment in "Glove Overview" story
- 2/2/14 SIA Snow Show Daily Day 4: Seirus CFO on cover and quoted on diversity of SIA Board

2015

- 1/29/15 SIA Snow Show Daily Day 1: MagneMask featured in its own story in "Wish List" section
- 1/29/15 SIA Snow Show Daily Day 1: HeatTouch Torche featured in glove story
- 1/30/15 SIA Snow Show Daily Day 2: Artisan Hats featured in hat story



2013

- 1/25/13 OR Show Daily Day 3: HeatWave featured in "Gear trends" story

2014

- 1/21/14 OR Show Daily Day 0 Preview: HeatTouch featured in "Gear trends" story
- 8/8/14 OR Show Daily Day 3: Quick Shade Deluxe Floppy Hat featured, including in the story's only photo

2015

- 1/23/15 OR Show Daily Day 3: HeatWave Plus & HeatTouch Torche (color image) featured in glove story



**ON THE
SNOW**

World's #1 snow sports website: 15M unique English speaking skiers/snowboarders each winter

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2011-12 Season

- Jan-12 HeatTouch at OR featured with photo
- Jan-12 HeatTouch at OR featured on Twitter, @OnTheSnow - including photo of the entire line
- Mar-12 Seirus SoundTouch image featured on Front Page of OnTheSnow.com
- Mar-12 Seirus SoundTouch featured in its own long, detailed story

2012-13 Season

- Feb-13 Windstopper & HeatWave gloves featured in SIA Recap
- Feb-13 Windstopper awarded "Best New Ski & Snowboard Gloves for 2013-14" Honors
- Feb-13 HeatWave awarded "Best New Ski & Snowboard Gloves for 2013-14" Honors

2013-14 Season

- Dec-13 Front Page of "Best Ski Gloves & Mittens for 2014" - Seirus leads all brands with 3 of 11 spots
- Dec-13 Windstopper Blizzard awarded "Best Ski Gloves & Mittens for 2014" Honors
- Dec-13 Windstopper Cyclone awarded "Best Ski Gloves & Mittens for 2014" Honors
- Dec-13 HeatWave Zenith Mitt awarded "Best Ski Gloves & Mittens for 2014" Honors
- Feb-14 HeatTouch gloves noted in coverage of "Something for Your Hands, Feet & Ears from SIA 2014"
- Feb-14 HeatTouch Battery Pouch noted in coverage of "Something for Your Hands, Feet & Ears from SIA 2014"
- Feb-14 HeatWave gloves noted in coverage of "Something for Your Hands, Feet & Ears from SIA 2014"
- Feb-14 HeatWave socks noted in coverage of "Something for Your Hands, Feet & Ears from SIA 2014"
- Feb-14 HeatWave lining noted in coverage of "Something for Your Hands, Feet & Ears from SIA 2014"
- Feb-14 HeatTouch gloves noted in coverage of "The Best Gloves, Gadgets & Footwear From the SIA"
- Feb-14 HeatTouch Battery Pouch noted in coverage of "The Best Gloves, Gadgets & Footwear From the SIA"
- Feb-14 HeatWave gloves noted in coverage of "The Best Gloves, Gadgets & Footwear From the SIA"
- Feb-14 HeatWave lining noted in coverage of "The Best Gloves, Gadgets & Footwear From the SIA"
- Feb-14 HeatWave socks noted in coverage of "The Best Gloves, Gadgets & Footwear From the SIA"
- Feb-14 Seirus Signage at OnTheSnow.com SIA Booth
- Feb-14 WindStopper Cyclone on Front Page of "Five Best Men's Gloves" for This Season
- Feb-14 Windstopper Cyclone awarded "Editors' Choice 2014" Honors
- Feb-14 Windstopper Cyclone Editors' Choice honor featured on Twitter, @OnTheSnow
- Mar-14 Zenith Mitt Front Page of "The Best Women's Gloves"
- Mar-14 HeatWave Zenith Mitt featured in OnTheSnow.com Facebook page "The Best Women's Gloves"
- Mar-14 HeatWave Zenith Mitt awarded "Editors' Choice 2014" Honors

2014-15 Season

- Oct-14 Front Page "2015 Glove & Mitten Buyers' Guide" - Seirus Earns Top 3 Slots
- Oct-14 Seirus featured in OnTheSnow.com Facebook page "2015 Glove & Mitten Buyers' Guide" posting
- Oct-14 HeatTouch Ignite #1 in "2015 Glove & Mitten Buyers' Guide"
- Oct-14 HeatWave Accel #2 in "2015 Glove & Mitten Buyers' Guide"
- Oct-14 HeatWave MsBehave #3 in "2015 Glove & Mitten Buyers' Guide"
- Oct-14 Xtreme Hyperlite AWG #15 in "2015 Glove & Mitten Buyers' Guide"
- Oct-14 Front Page "2015 Glove & Mitten Buyers' Guide" - Seirus Earns Top 3 Slots
- Oct-14 Front Page "Top 3 Men's Gloves & Mittens for 2015" features HeatTouch
- Oct-14 HeatWave MsBehave awarded "Editors' Choice 2015" Honors
- Oct-14 HeatTouch Ignite awarded "Editors' Choice 2015" Honors
- Oct-14 Seirus roundup featuring HeatTouch Ignite, HeatWave (Accel, MsBehave, Zenith), Windstopper (Blizzard, Cyclone) and Xtreme Hyperlite All Weather Glove
- Feb-15 HeatTouch Torche awarded "New for 2016 Gloves We Love" Honors (at SIA)
- Feb-15 MagneMask awarded "New for 2016 Accessories We Love" Honors (at SIA)

2011-12 Season

- Nov-11 Ski Magazine features SoundTouch

2012-13 Season

- Nov-12 Ski Magazine features HeatTouch
- Jan-13 SKI Magazine awards HeatTouch MsISLe (woman) and Pyro (men) "SIA Show Stopper" Honors

2013-14 Season

- Sept-13 2014 SKI Magazine Buyers Guide features HeatTouch
- Dec-13 SKI Magazine Holiday Gifts story features Ladies HeatTouch Glow
- Dec-13 SkiNet.com (SKI Magazine online) awards HeatTouch Glow Mitt "The 19 Best Family Gifts" Honors
- Jan-14 SkiNet.com (SKI Magazine online) awards HeatTouch Ignite "SIA Show Stopper" Honors
- Jan-14 SkiNet.com (SKI Magazine online) awards Xtreme Hyperlite Glove "SIA Show Stopper" Honors

2014-15 Season

- Sept-14 SKI Magazine 2015 Buyers Guide features HeatTouch Ignite Glove
- Sept-14 SkiNet.com (SKI Magazine online) features HeatTouch Ignite Glove
- Sept-14 SKI Magazine features Seirus Corp Image story with Mike Carey
- Dec-14 SKI Magazine awards HeatTouch "Gear Of The Year 2015" Honors
- Dec-14 SkiNet.com (SKI Magazine online) awards HeatTouch "Gear Of The Year 2015" Honors
- Jan-15 SkiNet.com (SKI Magazine online) awards HeatTouch Torche "SIA Show Stopper" Honors
- Feb-15 SkiNet.com (SKI Magazine online) features HeatTouch as first glove in "Latest Gear" section



2011-12 Season

- Dec-11 Outside Magazine features Snowdana

2012-13 Season

- Nov-12 OutsideOnline.com features 3-in-1 Quick Clava

2014-15 Season

- Oct-14 Outside Magazine & OutsideOnline.com "The Best Gear of 2015" Winter Buyer's Guide Seirus Arctic Summit among Top-6 Gloves, only glove earning "Killer Value" Accolade

TRANSWORLD SNOWBOARDING

- July-13 TransWorld SNOWBOARDING Gear Guide: Seirus Hot Ratz Boot Dryer (\$35) "...awesome because you can plug them into your car if you forget the night before."



- Nov-14 Skiing Magazine & SkiNet.com awards HeatTouch Ignite "2015 Gear Guide Picks 10 Best Gloves" Honors



2013-14 Season

- Jan-14 Snow Magazine HeatTouch Glow - 1 of only 5 "heated" accessories featured

2014-15 Season

- Jan-15 TheSnowMag.com Seirus HeatTouch awarded "Top 5 Warmest Ski Gloves 2015" Honors



2012-13 Season

- Jul-12 Seirus presents next season's products at SIA Summer Snowdown, notes Ski Channel.com
- Feb-13 HeatTouch line presented at SIA 2013, notes Ski Channel.com

2013-14 Season

- Nov-13 HeatTouch Hyperlite AWG 1 of only 6 gloves featured in Backpacker Mag annual Gear Guide
- Nov-13 HeatWave Shred is only glove featured in The Red Bulletin annual Winter Buyer's Guide
- Jan-14 Seirus Masque Appalachian Mountain Club Equipment Blog awards Seirus Masque "Best Clothing for Winter Camping" Honors

2014-15 Season

- Mar-15 HeatTouch Xtreme AWG in GearInstitute.com standalone review: "dexterity and warmth of the glove is a powerful combination"

National Consumer Media



2011-12 Season

- 3/24/12 Wall Street Journal "Rain-Proof Wardrobe": Hyperlite Stormsock

2012-13 Season

- 9/27/12 Wall Street Journal on NFL Refs: "Seirus...specializes in snow skiing innovations" (only company noted)
- 3/2/13 USAToday.com "TECH NOW: Wearable tech that protects on the slopes": SoundTouch

2013-14 Season

- 9/19/13 Forbes.com "New Technology Means Comfort On The Slopes": HeatTouch series, the Rolls Royce of heated gloves and mittens"
- 10/28/13 Laptop Mag Online awards HeatWave SoundTouch AWG "Top 10 Tech-Friendly Gloves" Honors
- 10/30/13 FOXNews.com awards HeatWave SoundTouch AWG "Top 10 touch-friendly gloves" Honors
- 12/1/13 Forbes.com "Best Holiday Gifts for Skiers and Snowboarders 2013...HeatTouch...They worked like a charm, everywhere..."
- 1/14 Penthouse "Brace for impact with our roundup of winter gear": HeatWave 1 of only 7 items featured in annual gear guide. "Stay on the mountain longer with these heated gloves."

2014-15 Season

- 11/14 Hemispheres Mag (United in-flight) Annual Ski Gear Guide: Seirus HeatTouch Ignite "...keep hands toasty for up to six hours..."
- 11/14 PCMag.com "Touch-Screen Gloves Your Frozen Fingers Will Love...SoundTouch Xtreme All Weather Gloves"
- 12/14 Sports Illustrated for Kids "Got to Get it (Holiday Gift) Guide" HeatWave Junior Ripper #1 Gift Suggestion for "Winter Wear"
- 1/23/15 MensJournal.com "Expert Advice - Awesome Discoveries From the 2015 Winter Outdoor Retailer Show": MagneMask Combo Clava
- 3/22/15 USAToday.com "The best outdoor gadgets": HeatTouch



Major Markets - New York City - America's #1 Media market, New York



2012-13 Season

- 9/21/12 Newsday newspaper "Outdoor living: hats for men" featuring Seirus Quick Shade hats and ball caps

2013-14 Season

- 1/8/14 FOX 5 TV Good Day New York 7am: "HeatTouch...is fantastic...feels so good...it's hot" (HeatTouch glove on camera)
- 1/8/14 FOX 5 TV Good Day New York 9am: "...one of the coolest Christmas gifts anyone has ever received" (HeatTouch glove & box on camera)
- 1/21/14 Newsday newspaper "How to Stay Warm at the Super Bowl" HeatTouch (color image) 1 of only 6 items
- 2/11/14 CBS TV-WLNY Morning News "...it's so warm...all day on the slopes you will be warm and dry ...AAHHH, that's cool" (Glove featured on-camera)

2014-15 Season

- 12/11/14 The Record (North Jersey) HeatTouch Ignite & HeatWave
- 12/14/14 (Sunday)New York Times "Gear for a Snowy Getaway" (HeatTouch would have been featured, but for inventory shipment disruptions to the Chicago and Atlanta stores reporter was told about after she asked for those markets. See http://www.nytimes.com/2014/12/14/travel/gear-for-a-snowy-getaway.html?_r=0)

Major Markets - Denver - Among America's biggest snow sports markets



2012-13 Season

- 6/28/12 Denver Post: GOLF Seirus offering UV protection for golfers
- 1/31/13 The CW/KWGN TV "Daybreak": Seirus HeatWave, HeatTouch and SoundTouch featured
- 1/31/13 FOX 31/KDVR TV "Good Day Colorado": Seirus HeatWave, HeatTouch and SoundTouch featured

2013-14 Season

- 1/30/14 The CW TV KWGN "Daybreak": Seirus HeatTouch and other products featured
- 1/30/14 FOX TV KDVR "Good Day Colorado": Seirus HeatTouch and other products featured

Major Markets - Salt Lake City - Among America's biggest snow sports markets



2013-14 Season

- 1/22/14 NBC TV KSL "Utah's Morning News": Seirus HeatTouch and other products featured
- 2/9/14 Salt Lake Tribune: HeatTouch, HeatWave and other products featured (color images)



Major Markets - Various Cities



2011-12 Season

- 12/9/11 Boston.com Ski Guru Blog Seirus Boot Dryer

2012-13 Season

- 10/20/12 Toronto Star Print & Web Seirus Neofleece Combo Scarf

2013-14 Season

- 12/9/13 Montreal Gazette Christmas Gifts Seirus Micro Clava
- 12/10/13 SF Gate.com Slope Dope Blog SoundTouch 1 of only 11 holiday gifts recommended
- 12/19/13 Boston.com Ski Guru Snowdana for skiing in the cold
- 12/20/13 Vancouver Sun Canada.com HeatWave SoundTouch 1 of 12 holiday gifts recommended
- 2/20/14 Chron.com (Houston Chronicle Website) HeatTouch
- 2/23/14 Houston Chronicle Sunday print edition HeatTouch

2014-15 Season

- 10/24/14 Houston Chronicle "High-tech on the slopes: the latest ski innovations... Heated clothing is here...gloves and mitts (Seirus)"
- 11/6/14 Calgary Herald HeatTouch "These aren't the Cadillac of ski gloves; they're the Lamborghini"
- 11/7/14 Vancouver Sun Seirus HeatTouch Glow 1 of only 4 recommendations for those with cold hands
- 12/2/14 Boston.com's Ski Guru: HeatTouch 1 of only 8 holiday gifts recommended
- 12/14 Men's Book Atlanta HeatTouch Ignite
- 12/14 Men's Book Chicago HeatTouch Ignite
- 1/30/15 Dallas Morning News HeatTouch and Snowdana to beat the cold



Mainstream Blogs/Sports



EXAMINER.COM SPORTS

2011-12 Season

- 3/2/12 About.com SoundTouch Dynamax Glove liner

2012-13 Season

- 1/3/13 About.com Quick Clava Combo

2013-14 Season

- 12/17/13 About.com HeatWave Stocking Stuffer

2014-15 Season

- 12/5/14 About.com HeatTouch

2011-12 Season

- 12/18/11 Examiner.com Skiing Holiday Gifts Multi Product
- 1/7/12 Examiner.com Skiing Seirus Multi Product, including SoundTouch, XAWG and clavas
- 2/12/12 Twitter Examiner.com Skiing SoundTouch XAWG

2012-13 Season

- 2/2/13 Examiner.com Skiing Seirus LSSM Sponsorship

2013-14 Season

- 2/9/14 Examiner.com Skiing 10 Apparel Highlights from 2014 SIA Snow Show Seirus HeatTouch



- 9/19/12 Patch.com Skull Liner
- 1/26 /14 Patch.com HeatWave line