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TAOW TO PROVIDE SOLSTICE WITH MARKETING MAKEOVER

Premier Mountain Outerwear Company Looks To Modern Marketing Pioneers
To Re-Launch Brand And Broaden Loyalty Among Target Customers And Retailers

PORTLAND, OR, August 3, 2007 – Solstice, long time makers of high-quality mountain performance outerwear, has hired modern marketing pioneers TAOW Productions to create and implement a comprehensive marketing campaign for the company's re-launch of its brand. Under their agreement with Solstice, TAOW will be responsible for re-branding the company's identity and expanding its base of loyal customers.

Since its founding, the Solstice brand has enjoyed a dedicated following of extremely loyal customers – active individuals that demand the highest quality and most technologically advanced outdoor performance wear. With a solid new management team in place,



Solstice is looking to extend this brand loyalty and to solidify its reputation as the brand of choice for today's growing number of outdoor sports enthusiasts.

Solstice

The company believes that TAOW's pioneering approach to modern marketing is uniquely suited for reaching this target customer and will be instrumental in creating new brand loyalties among a growing number of outdoor sports enthusiasts. "TAOW gets it," said Dan Tiegs, VP of Merchandising and Design. "They understand that the rules of the game have changed and building brand loyalty –especially among today's young active consumers - requires authenticity. We chose TAOW because of their unique ability to not only provide creative direction, but they also can implement complicated marketing solutions such as athlete endorsements and unique retail programs.

As Solstice's marketing agency of record, TAOW will be responsible for planning and implementing the company's entire marketing program including brand identity, retail programs, marketing communications and event marketing.

"Today's consumers demand authenticity in marketing and experiences that create real bonds between themselves and the companies they embrace," said B. Scott Taylor, founder and president of TAOW. "Our approach to modern marketing provides unique opportunities for our clients to build authentic relationships with their customers – relationships that go far beyond simple impressions."

About TAOW Productions

TAOW is a modern marketing agency with global reach that leads the world's most recognized brands into a new era of experiential marketing. Setting a new standard for brand consumer relationships, TAOW has ultimately proven to be the agency of choice. With state of the art technology and the ability to creatively leverage a vast array of resources and clients, TAOW delivers a unique approach to each project every time. Some notable clients include Red Bull Energy Drink, Diesel Jeans & 55DSL, American Express, Nike, Diamondback, Pernod Ricard, adidas, S.M.A.R.T. and Sameunderneath. For more information about TAOW, visit www.taowproductions.com or call (503) 228-1134.

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