



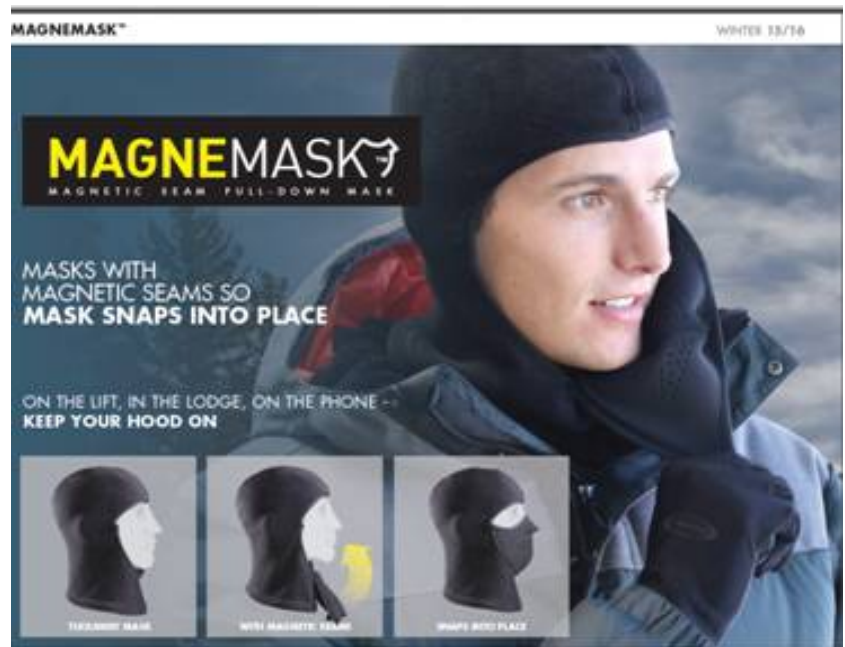
Seirus MagneMask is the Ultimate in Winter Face Protection

San Diego, CA (August 1, 2016) – Seirus Innovation, the world’s leading maker of cold weather face protection, introduces their newest mask, the MagneMask, with magnetic seams that allow the mask to easily snap in and out of use.

The patent pending MagneMasks introduce magnetic seams that deliver face protection in a snap: instant mask removal for cooling, snacking, calling friends, etc. Magnetic seams snap into place, connecting the iconic Seirus Neofleece mask with the neck warmer and hood, creating undeniable warmth. The form-fitting facemask, secured at the chin, easily tucks away when needed or reattaches when the winds pick up. Available in 2 helmet-friendly styles:

MagneMask Combo Clava

- Hood, face, and neck warmer in one
- Warm performance fleece
- Contoured Neofleece face mask
- 4-way Stretch
- Sizes: XS, S/M/, L/XL
- Black



MagneMask Combo TNT

- Ultra-thin Thermax hood
- Fleece neck Warmer
- Contoured Neofleece face mask
- Warm Performance fleece
- 4-way stretch
- Sizes: Jr, S/M, L/XL
- Black



About Seirus:

Seirus is an authentic outdoor brand that can be counted on to deliver products and technologies designed to enhance the comfort of active outdoor enthusiasts in any conditions. For over 30 years the team at Seirus has focused on innovation to develop and deliver cutting-edge technologies and products that have proven to be groundbreaking. Seirus sustains its success by constantly surpassing what is standard³ and using the best materials and workmanship.