



Media Contacts:

Karl Rosengarth, Bitter Gravity
412.352.9337 / karl@bittergravity.com

Mark Malatesta, Hoss Technical Gear
714.774.2000 / info@hossmtb.com

FOR IMMEDIATE RELEASE

Hoss Adds Women's Ponderosa Shorts to Lineup

Anaheim, Calif. (October 25th, 2007) Hoss Technical Gear has taken the proven design of their men's Ponderosa baggy shorts and created a women-specific version. The Women's Ponderosa baggy shorts are comfortable enough for long days in the saddle, yet stylish enough to wear around town.

"It was a natural," says Hoss owner Mark Malatesta, "women have been asking for their own version of the Ponderosa for quite some time, and we're now able to offer them the proven quality of the Ponderosa, in a women-specific fit."



Features, Benefits & Specifications:

- 8 panel micro fiber polyester outer shell is lightweight and durable
- 6 panel polyester/Spandex liner with CoolMax for moisture management and comfort
- CoolMax sanitized chamois with multi-level technology improves comfort by relieving pressure points
- 7 pockets, including 2 side cargo pockets, 2 secure zipper pockets, 2 side hip pockets and a rear cargo style pocket
- Partial elastic waistband with extra secure belt and buckle closure
- Rear stretch panel for comfort and flexibility

Colors: Black (available now), Sienna, and Slate (available in Spring 2008)

Sizes: Small through XXL

MSRP: \$49.95

###