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**FOR IMMEDIATE RELEASE**

**Hoss Technical Gear Launches Mountain Bike Clothing Line**

***Stylish, Functional and Affordable MTB Apparel is a Reality***

**Brea, Calif. (March 31, 2005)** – Hoss Technical Gear was created to offer the MTB enthusiast stylish, functional and affordable MTB apparel. Each member of the Hoss staff has more than 17 years of experience within the apparel industry. With this experience Hoss brings extensive knowledge of the retail industry, including color merchandising, styling, floor setting, in-stock management and customer service.

Multi level merchandising is a key aspect to the Hoss line. Each short has multiple tops that color coordinate back to them. This keeps the product mix looking complete while helping retailers achieve multiple sales. When customers find a comfortable and affordable MTB short, it's only natural for them to want more than one pair. Tight color coordination between the tops and the shorts makes purchasing multiple items an easy decision.

**Ponderosa**

Have you been searching for a pair of shorts that are comfortable enough for long days in the saddle yet stylish enough to wear around town? Saddle up in comfort and style with the Ponderosa. Finally, a baggy short that's as versatile as your lifestyle.

***Features & Benefits:***

- 8 panel microfiber 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 the pressure points between body and saddle
- 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 for comfort and fit
- Rear stretch panel for comfort and flexibility
- Sizes: M/L/XL/XXL
- Colors: Navy, Dirt, Taupe, Black
- MSRP: \$45.00

**Rustler**

With the Rustler jersey you'll feel as comfortable at your favorite post-ride watering hole as you will on your bike. Casual styling meets high-tech function in a comfortable union. That's what the Rustler is all about.

***Features & Benefits:***

- CoolPlus fabric for moisture management





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- Loose fit provides comfort for all body types
- 7" zipper with Zipflap for comfort and temperature control
- Subtle styling
- Sizes: M/L/XL
- Colors: Navy, Dirt, Taupe, Black
- MSRP: \$28.00

**Rancher's T**

Blending in with society can be a real problem with some bike clothing, but Hoss makes it easy. This is your T-shirt for casual rides, workouts at the gym or hanging with friends.

*Features & Benefits:*

- CoolPlus fabric for moisture management
- Loose comfortable fit
- Great for a spring/summer ride or a workout at the gym
- Sizes: M/L/XL
- Colors: Navy, Dirt, Taupe, Black
- MSRP: \$20.00

Visit Hoss at Expo Booth #344 at the Sea Otter Classic, April 14-17 in Monterey, Calif.

Dealer and independent rep inquiries invited.

**Media Contact:**

For review samples, questions or to request high resolution images.

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