



**WOOLRICH®**  
**ELITE SERIES**  
**TACTICAL™**

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**WOOLRICH ELITE SERIES TACTICAL EXPANDS OUTERWEAR AND  
CONCEALED CARRY OPTIONS FOR 2010**

***Extended Line Provides More Choices for Streetwear Combining  
Performance, Comfort and Versatility and the  
Unveiling of the First Waterproof Breathable Pant***

**LAS VEGAS, NEVADA (January 19, 2010)** – Building upon the success and positive reception of its tactical line, Woolrich Elite Series Tactical ([www.WoolrichEliteSeriesTactical.com](http://www.WoolrichEliteSeriesTactical.com)) today debuted its 2010 line with an expanded outerwear focus, including the introduction of the first waterproof breathable pant and additional concealed carry options. Unveiled at the 2010 SHOT Show, the new line also includes a fleece vest and jacket, a short sleeve CCW shirt, a long sleeve Oxford CCW shirt and an operator hat.

“Operatives are looking for versatile apparel that can not only withstand the rigors of the job, but also, can blend into the environment,” said Ron Bernstine, national sales manager for Woolrich Elite Series Tactical. “We have taken great care to design garments with durable fabric and have paid attention to the tiniest details, which can make a world of difference in a dangerous situation. We have engineered this line knowing that having the right apparel is equally as important as having the right firearm.”

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Created as layering pieces, the Polyester Fleece Jacket and Vest can be worn with or without the Elite Waterproof Breathable Parka to take an operator through multiple seasons. The fleece jacket and vest are made with a 100% polyester fleece shell with Ripstop Trim and a Polyester tricot liner. It features two large cargo pockets with zipper closures and accessory loops inside the pockets that work for magazines or a small auto. A two-way side seam zipper provides ventilation and access to the waist area of the jacket and vest. A unique feature to the vest is the chest pocket with loop flap closure and expansion pleat. Both are available in black. The MSRP is \$99.99 for small to 2XL Jackets and \$79.99 for small to 2XL Vests. In 3XL, Jackets list for \$109.99; and Vests for \$89.99.

A perfect companion to the Elite Waterproof Breathable Parka, the Waterproof Breathable Pant is designed to withstand the elements. Ideal for spending extended periods of time outdoors, this pant is constructed with the same external and liner fabric as the parka. The waterproof breathable pant uses nylon Ripstop, a waterproof breathable membrane, and has a 260T nylon taffeta liner. An elastic waist with adjustable cinch straps provides a comfortable, flexible fit. Side seam zippers give wearers ventilation and access to inside gear. Zipper security pockets are located conveniently just below the waist, while low leg zippers allow for easy on and off, especially with boots. "This is the ultimate all-weather ensemble," continued Bernstine. Available in black, the MSRP is 79.99 for small to 2XL, \$89.99 for 3XL.

The short-sleeve discreet carry shirt offers another option for the undercover or casual look. This yarn dyed, single pocket CCW shirt features a basket weave of modal polyester blend for comfort and breathability.

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Other features include: a horizontal welt chest pocket with hook and loop closure; a false button with a discreet magnetic closure; side vents with a discreet hook and loop closure and a straight cut bottom. Available in moss, sand and tidewater, this discreet carry shirt complements the existing line when it comes to outfitting an entire team. The MSRP is \$49.99 for small to 2XL, \$54.99 for 3XL.

With styling truly unique in the industry, the long-sleeve Oxford CCW offers a first; the innovative two layer pockets hold magazines, while allowing maximum concealment with the outer pocket by inserting cardboard or other documents to reduce printing. Another feature of this innovative design is the versatility of tucking into the waistband or wearing out. While most tucked shirts limit accessibility, this oxford CCW has a magnetic closure closer to the top to facilitate access to a shoulder rig. Featuring 100% cotton Oxford cloth with a wrinkle resistant finish, this shirt also has a hidden false button down collar, false buttons with discreet magnetic closure for easy, quick access to the waist and side vents with discreet hook and loop closure. Available in two yarn dyes and one solid, colors are loden, British tan and blue. MSRP is \$49.99 for small to 2XL, \$54.99 for 3XL.

The operator hat features several hook and loop patches that allow for customization of ID and infrared patches to distinguish among operators. Following the traditional style of a baseball cap, the operator hat is available in OD green, khaki and black and is priced at \$13.99.

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[www.WoolrichEliteSeriesTactical.com](http://www.WoolrichEliteSeriesTactical.com)

**About Woolrich:** Established in 1830, WOOLRICH® is the authentic American brand that embraces the outdoor lifestyle. Trusted by generations of loyal consumers, Woolrich—The Original Outdoor Clothing Company—continues a tradition of quality and value. A brand known worldwide, Woolrich products include functional, comfortable and durable men’s and women’s sportswear, outerwear, and accessories. The Woolrich Elite Series Tactical line was developed by working closely with military, law enforcement and private security communities. Their input, combined with Woolrich’s apparel expertise, led to the creation of clothing that performs under demanding and specialized needs.

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