



CHAOS

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Marty Roth, Chaos Headwear Rep Wins Honorable NEWSR Award
The New England Winter Sports Reps (NEWSR)
recognized Roth at recent Winter Sports Show

Steamboat Springs, Colorado (February 18th, 2010) Chaos Headwear is proud to announce that Marty Roth of the New England sales region (ME, NH, VT, MA, CT, RI) was recently awarded top honors in her field at the *Season of Celebration*, held during the New England Winter Sports Representatives, Inc. (NEWSR) conference in Providence, Rhode Island on February 9th, 2010.

Maureen Bliss, Executive Director of the NEWSR shares the meaning of the award. "This year the Paul Kailey Award, which is given to a member who exemplifies integrity, professionalism and dedicated to retailers and industry. Marty Roth was this year's deserving recipient of this prestigious award. On behalf of the Board of Directors of New England Winter Sports Reps, congratulations again to Marty."

The award was initiated by, current member rep. Peter Kailey in 1996 in honor of his father, Paul Kailey, who was a Maine retailer and a New England representative. The award is a lifetime achievement award. It is given annually at the Winter Sports Show.

Marty Roth has been a member of New England Winter Sports Representatives (NEWSR) since 1981. She shares with us her reaction, "I was overwhelmed to be so honored. I want to thank my husband and partner, Russ, for his belief in me and to my fellow reps, New England retailers, companies/sales managers, and friends who are so happy for me. I could not have been a rep for the last 30 years without their support, guidance and trust." Roth adds that some skiing and a bright future are ahead, "what's next? I'm going skiing! It's a great life and business!"

Partner Russ Roth , and recipient Marty Roth



Dominic Chenelia the US marketing and sales director for Chaos remarks, "I was lucky enough to be out at the Providence show, and Russ told me that it was going to be a special night, as Marty had won the award, and she did not know. When it was announced it was a very heartfelt and deserving reception for Marty. Congratulations to her and we are proud she is a Chaos rep."

Roth was recently recognized at the SIA Show in Denver Co, by Chaos Headwear, where she received a bonus and recognition for her 2009 sales. The Chaos Rep. award is based on set sales criteria for 2009: most new accounts, most pre-season orders and re-orders, co-brands, branding and merchandising. Roth came in a close second to a colleague in the Pacific NW territory, Sam Adams.

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Roth has been with Chaos for over 5 years and thoroughly represents the brand in key resorts and retailers in New England- her other lines include: Descente, DNA, JUPA Sports and Neve.

To learn more about Chaos Headwear, our products and programs, log on to www.chaoshats.com

Chaos' is quality, responsiveness and a vast array of headgear possibilities. The Brand is owned by Do-Gree fashions, a Mill locally owned and operated—with three generations of experience. Do-Gree Fashions in Montreal, Canada is able to respond quickly to both customer requests, as well as fast-paced market trends, both of which translate to unparalleled service. Designs from both CHAOS and sister brand MOON SHADOW vary from winter to four-season, urban to alpine, casual to high-end alpaca, all of which supply the men's, women's and youth markets. Materials include: merino wool, mohair, acrylic blends, cottons, angora, fleece, and technical fabrics from the **New CTR-Chaos Thermal Regulation, Fits ALL 4X®**, Pro-Stretch™ and Pro-Stretch plus™, Windshield®, Dri Release®.

Event sponsorships where CTR can be found:

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- Vail Veterans Program** vailveteransprogram.com
- SynchroSki Carving Championships** synchroski.com
- SOS -Outreach** SOSoutreach.org
- Windell's Camp** windells.com
- Mountain Dew Vertical Challenge** mountaindew.com
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