



CHAOS

PRESS RELEASE

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Chaos Headwear Teams Up with Shopatron for 2010

Outdoor Retailer Show in Salt Lake City, Booth # 30001E Jan. 21st-24th

SIA-Snow Sport Show in Denver Booth # 1246. Jan. 28th-31st

SIA Booth # 1246

OR Booth # 30001

Steamboat Springs, CO- January 19th, 2010. Chaos Headwear and Shopatron, Inc. services will have a strategic partnership, effective February 1, 2010. Shopatron, Inc. is the world's leading provider of global eCommerce for consumer goods. Chaos will have a fully interactive website with direct sales to consumers from retail partners.

Shopatron, Inc., headquartered in San Luis Obispo, CA, places orders on branded websites managing a network of global partners for fulfillment, typically for assignment to local retailers. Local fulfillment translates to faster order delivery and motivated fulfillment partners who stock more inventory. It also facilitates local in-store pickup, a convenience valued by many online shoppers. Shopatron, Inc. enables commerce where customers want it. Convenience is a primary driver of online sales.

"This is a great opportunity for Chaos to move volume for the retailer and respond to consumers directly— everyone wins. Extra stock in the top styles will be projected to meet all orders. But more than projections, this program moves inventory for all dealers nationwide, as orders can be called in from Vermont to serve California and the dealer gets the sale. Furthermore this relationship will also allow Chaos a new fully updated interactive website," explains Dominic Chenelia- Director of Sales and Marketing.

As Chaos shows another surge in growth for the 5th quarter in a row, new product offerings, a committed environmental collection and nationwide regional programs, the strategic partnership with Shopatron, Inc., will serve for greater sales fulfillment and more retail service.

Shopatron, Inc., allows its brands to engage consumers with a fantastic experience, from shopping through fulfillment. Orders placed on Shopatron, Inc. merchant websites are filled by a managed, distributed network of fulfillment partners, typically local retailers. Local fulfillment speeds delivery, motivates fulfillment partners to stock more inventory, and facilitates In-Store Pickup, a convenience valued by a majority of online shoppers.

Shopatron, Inc. operates Coex Freedom, an order exchange with more than 700 merchants and 12,000 fulfillment partners across 35 consumer products industries. Some of Shopatron's merchant clients include Berkley Fishing, Callaway Golf, D'Addario, Johnson Outdoors, K2 Sports, Marmot, MK Diamond, Nordica, Panasonic, Spy Optic, Suzuki and Thule. For more information and a full client list, visit: ecommerce.shopatron.com.

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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:

- Teton Gravity Research tetongravity.com
- Birds of Prey World Cup vvf.org
- US Telemark World Cup ustsa.org
- Nordic Nationals Championships ussadistancenationals.org
- 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
- Vail Valley vvf.org