

UNDER ARMOUR HEATS THINGS UP WITH NEW RIDGE REAPER PRIMALOFT SERIES

Hunting the late season requires patience and above all, comfort. Comfort means having warm and lightweight gear that will keep you protected from the elements and focused on your quarry. The **Under Armour® Ridge Reaper PrimaLoft® Series** will keep you in the game when conditions turn for the worst.

The Ridge Reaper PrimaLoft Series provides a warm, wind and water-resistant barrier by combining PrimaLoft insulation with Under Armour's new **ColdGear® INFRARED** technology. Under Armour ColdGear INFRARED is a soft, undetectable ceramic coating on the inner layer of your garment that acts as a living, breathing, body warmer. The coating seeks, absorbs, and retains your body's own heat, so ColdGear Infrared keeps you warmer, longer without extra weight or bulk. Add in Under Armour's game-changing **UA Scent Control Technology** and you have a winning combination that will help keep you lightweight, warm and undetected.

UA ColdGear INFRARED Ridge Reaper Insulator Jacket **\$199.99 - Available at Retail 7/1/13**

- 100% polyester
- ColdGear INFRARED printed interior traps heat for superior warmth without added weight
- Wind- and water-resistant
- 400g PrimaLoft insulation
- STORM DWR finish
- Ideal outerwear piece for optimal warmth

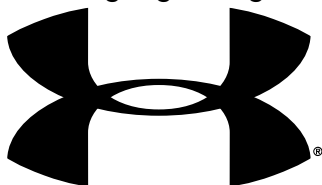


UA ColdGear INFRARED Ridge Reaper PrimaLoft JACKET **\$159.99 - Available at Retail 7/1/13**

UA ColdGear INFRARED Ridge Reaper PrimaLoft VEST **\$109.99 - Available at Retail 7/1/13**

UA ColdGear INFRARED Ridge Reaper PrimaLoft PANT **\$129.99 - Available at Retail 7/1/13**

- 100% polyester
- ColdGear INFRARED printed interior traps heat for superior warmth without added weight
- Wind- and water-resistant
- STORM DWR finish
- 100g Lightweight PrimaLoft insulation



UNDER ARMOUR®

For more information visit www.UA.com or contact Eddie Stevenson at eddie@driftwoodmediacom.com.