



FOR IMMEDIATE RELEASE

**SPYDER LAUNCHES FIRST OUTERWEAR COLLECTION WITH NFC TECHNOLOGY**  
*Powers Unique Ski Experience by Enabling Real-Time Social Media Access and Location-Based Information Sharing*

BOULDER, CO – December 5, 2016 – Spyder, a leading ski and performance brand, today announced that it will implement Near Field Communication (NFC) technology within its U.S. Ski Team collection launching this October.

Through a partnership with Smartrac, the leader in RFID based Internet of Things solutions, Spyder is powering a select collection of its U.S. Ski Team (USST) items to connect with NFC-enabled consumer devices globally. By tapping a phone or tablet against the NFC touchpoint embedded into the Spyder logo on these jackets, recreational skiers and tech-savvy consumers can instantly engage in real-time social media (Twitter, Instagram, and Youtube) with world-class USST members as well as share location-based information including snow conditions, trail maps, points of interest and regional events.

“We are very excited to launch this new technology, which is designed to elevate the skiing and on-mountain experience even further,” said Julia Hansen, President and CEO of Spyder. “Our sponsorship of the U.S. Ski team for the past 27 years has been a driving force in our pursuit of technical innovation and superior performance, and it continues to lead our charge in bringing the best possible products to market.”

As part of this initiative, Spyder intends to embed the NFC touchpoint technology into multiple product categories beyond jackets, enabling brand owners to turn physical products into digital connections, revolutionizing consumer journeys and product lifecycles.

“We are proud and honored that Spyder has selected Smartrac as their technology partner to attach digital services to their brand products, which in return will bring real benefits to their consumers,” said Corey Wilson, VP of Global Business Development – Smartrac

**About Spyder**

Spyder is an international performance apparel brand with iconic, innovative product design. Headquartered in Boulder, Colorado, Spyder apparel and accessories can be found worldwide in over 40 countries. Pioneering its first padded ski sweater in 1978, and sponsoring the U.S. Ski Team since 1989, Spyder builds technologically advanced gear for elite athletes and modern consumers. With thoughtfully designed, purposeful collections, Spyder fuses technology, form, function and fashion. Innovation and technology are the foundation of the brand’s DNA, leading Spyder to believe in everyone’s unlimited potential. LIMITLESS.

Global Brands operates Spyder under a long-term license agreement with Authentic Brands Group.

## **About Global Brands Group Holding Limited**

Global Brands Group Holding Limited (SEHK Stock Code: 787) is one of the world's leading branded apparel, footwear and fashion accessories companies. The Group designs, develops, markets and sells products under a diverse array of owned and licensed brands and a wide range of product categories.

Global Brands' innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. In addition, the Group is the global leader in the brand management business through its joint venture brand management company, CAA-GBG Brand Management Group.

For more information, please visit the corporate website: [www.globalbrandsgroup.com](http://www.globalbrandsgroup.com).

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