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FOR IMMEDIATE RELEASE

PORTLAND PRODUCT WERKS LAUNCHES POLARIS® FOOTWEAR LINE FOR TRAIL AND WINTER POWERSPORTS ENTHUSIASTS

The Trail RZR and Drift Master Boots Provide Protection and Performance for All-Terrain and Extreme Weather Conditions

Portland, OR – 2/5/18 – Portland Product Werks, the official licensee of Polaris® Footwear, today introduced two high-performance technical boots for powersports enthusiasts, designed specifically for wear off-road and in extreme weather conditions.

“The Polaris® brand represents a high-performance extreme, powersports-driven outdoor lifestyle,” Sean Beers, president of Portland Product Werks, said. “This new line of footwear was developed in that very same adrenaline- fueled spirit.”

The **Trail RZR** boot is engineered to provide optimum traction against the most unpredictable rock, snow, sand, or mud surfaces. Built on a stable FatTrail outsole, the Trail RZR has taken traction to a new level; perfect for those who insist on taking the road less traveled. A mesh vamp adds breathability to these lightweight trail boots, and the durable toe and heel cap adds support for maximum control when traversing rough hills or slippery slopes. The Trail RZR is engineered with waterproof bootie construction and a molded TPU support cage frame for extra stability and all-day comfort.

Developed for extreme winter conditions, Polaris® **Drift Master** boots are designed to perform in the harshest cold, wet winter conditions, The Drift Master guarantees all- day comfort and 400g of 3M® Thinsulate insulation keeps you warm in below zero temperatures, down to -40F. The Polaris® Drift Master boots feature a quick on/off zipper closure system with a waterproof gusset for optimum convenience, without the risk of water penetrating the boots. These tall winter boots are engineered to be the ultimate high-performance boot, an essential for any winter outdoorsman.

About Portland Product Werks

Portland Product Werks is a premium footwear-licensing group founded in 2012 by a team of outdoor industry veterans with many years of experience in the footwear industry working with brands such as NIKE®, Columbia Sportswear®, Sorel®, adidas® and Korkers®. The team of industry leaders possesses extensive expertise in brand leadership, strategy development, premium footwear design and manufacturing, brand and retail marketing, sales, and logistics. For more information, visit www.portlandproductwerks.com.

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