



12/5/19

Tech Gear 5.7, the makers of Mobile Warming® heated apparel announces name change.

Dear Retail Partner,

Tech Gear 5.7, the makers of Mobile Warming® heated apparel is officially relaunching as "Fieldsheer Apparel Technologies". This name change will take effect immediately. Beginning now and continuing through the first half of 2020, the company will also be rebranding its Mobile Warming® heated apparel line as Fieldsheer® Heated Apparel.

This branding changes is designed to reposition the company for its longer-term strategy to expand into categories beyond heated apparel. The change also ties together the historical legacy of the Fieldsheer® brand to the company's future as a leader in technology driven apparel. The Fieldsheer brand has been around since 1978, and it was one of the first to develop heated gear under the Mobile Warming® brand for the powersports channel. This change is intended to reposition our brand identity for broader consumer appeal and to align the company's rich historical legacy with its future. It allows us to recognize and build our legacy, while pivoting to broader markets and expanding our product offering.

Impact on Retailers: For most of our retail partners, there will be little or no impact. The company name change is being set up as a "doing business as" (dba). This means there is no legal name change in the underlying corporation, no change in tax ID, and no need to modify any contracts or account setup that may be in place. All order and returns processes will remain in place with no impact to retailers.

How the brand will change: During the product branding transition, the company will launch its new Fieldsheer logo and packaging as it rolls out its 2020 product offering. The company will also merge the Fieldsheer® and Mobile Warming® websites as we roll into the 2020 season. The transition process was started in 2019 with the introduction of the Fieldsheer® brand into current Mobile Warming® garment seam tag, main labels and packaging. This will continue for 2020. Mobile Warming® Technology will also continue to be represented prominently as the underlying technology behind Fieldsheer® Heated Apparel.

Product designs will carry forward largely unchanged. Our marketing materials will have a similar optical appearance so that there is not impact at retail. We will continue to keep the orange on white wave package design for all boxed products. We will elevate the Fieldsheer® position while maintaining Mobile Warming® Technology on the packaging. For non-boxed garments, we will replace logos with the new Fieldsheer® logo. Below are examples of this change.

FIELD SHEER

APPAREL TECHNOLOGIES

ENGINEERING THE FUTURE OF APPAREL™

Hanging Products

Boxed Goods

2019

Jacket & Vest
Zipper Hangtag



2020



Garment
Main label



2019



2020



Technology
Hangtag



We want to thank you for your support, and we appreciate the opportunity to earn your business. If you have any questions about this change, please do not hesitate to contact your local sales rep or us directly at Fieldsheer Apparel Technologies.

Sincerely yours,

KC Bean
CEO

2910 NORMAN STRASSE RD. SUITE 104
SAN MARCOS, CA 92069
888.908.6024 • INFO@FIELDSHEER.COM