



OTT DEFOE'S MISSISSIPPI VICTORY GIVES BUFF® AMBASSADOR TEAM FIRST BASSMASTER WIN

Santa Rosa, California – The entire staff of Buff, Inc., sends hearty congratulations to professional bass angler Ott DeFoe, an ambassador for Buff, Inc., since 2013, who won his first career regular-season Bassmaster Elite tournament held Sept. 8-11 in La Crosse, WI.

DeFoe weighed in 63 pounds, 10 ounces of bass in the four-day tournament to win the Plano Bassmaster Elite on the upper Mississippi River and the \$100,000 paycheck that comes with victory.

“Ott is the kind of person you begin rooting for as soon as you meet him,” said Shirley Brunetti, Vice President and General Manager of Buff, Inc. “We are huge fans, and congratulate him on this significant achievement. It’s uplifting when good things happen to good people.”



The win is a first for the Buff ambassador fishing team - a collection of eight anglers who represent a variety of styles and locations across the U.S. DeFoe is one of two professional anglers on that team that also includes television personalities and world-renowned guides.

DeFoe, who routinely provides valuable feedback to the Buff, Inc. design team, spent much of his time on the Mississippi River wearing a UV Insect Shield® BUFF® along with a pair of BUFF® Sport Series Water 2 Gloves. DeFoe, who knows the importance of sun protection while on the water, is rarely seen fishing without these accessories.

The win moved DeFoe up to 11th in the Bassmaster Angler of the Year standings and he will go in on a high note to this weekend’s season-ending Angler of the Year Championship tournament being held on Mille Lacs Lake in Minnesota. He has also assured himself a spot in the 2017 Bassmaster Classic.

ABOUT BUFF, INC.

Founded in 1992, BUFF® (www.buffusa.com) is the original multifunctional headwear brand, having premiered and innovated the tubular headwear category. Partnering with superior manufacturers of raw materials and incorporating state-of-the-art fabric technologies such as COOLMAX®, Polygiene®, Polartec® and 100 percent merino wool, BUFF® has built a brand recognized by athletes and outdoor enthusiasts for its quality, craftsmanship, and customizable design and style options. BUFF® products are sold in more than 70 countries and top outdoor sporting retailers across the U.S. Original Buff, S.A. is headquartered in Spain and its subsidiary, Buff, Inc, is located in Santa Rosa, California.