



BUFF® AMBASSADOR OTT “THE HOTT” DEFOE EYES VICTORY AT 47th ANNUAL BASSMASTER CLASSIC

Santa Rosa, California – Fifty-two of the best bass anglers in the world will ply the water of Texas’ Lake Conroe later this week, competing in the 47th annual Bassmaster Classic, the “Super Bowl” of professional bass fishing. In that field – and among one of the favorites to win – is Ott DeFoe, one of two professional Bassmaster Elite anglers on the Buff Inc., ambassador team.

“DeFoe is riding an incredible wave of success and we’re thrilled that he’s earned a spot as a favorite going into the Bassmaster Classic,” said Shirley Brunetti, Vice President and General Manager of Buff, Inc. “His skill and dedication truly embody the BUFF® brand spirit of living your passion and following your dreams.”



In the last four Bassmaster Elite events, DeFoe has finished 1st (last September on the Mississippi River), 14th, 10th and 2nd, and he currently sits atop the 2017 Bassmaster Angler of the Year standings with 210 points. Tabbed “Hott DeFoe” by Bassmaster announcer Dave Mercer, DeFoe is listed as a 20-1 favorite for the Classic crown by B.A.S.S. Times editor Bryan Basher.

DeFoe, who routinely provides valuable, real-world feedback to the Buff, Inc. design team, is usually found on the water wearing BUFF® UV multifunctional headwear and Sport Series Water 2 Gloves.

“On behalf of the entire BUFF® team, I wish Ott the best of luck in the Classic,” said Brunetti. “It’s an honor for us to be onboard with him as he attempts to etch his name into bass fishing’s history book.”

ABOUT BUFF, INC.

Founded in 1991, BUFF® is the original multifunctional headwear brand, having premiered and innovated the seamless tubular headwear category. Partnering with superior manufacturers of raw materials and incorporating state-of-the-art fabric technologies, BUFF® has built a world-renowned lifestyle brand recognized by athletes and outdoor enthusiasts for its quality, craftsmanship and customizable design and style options. Founded on innovation and high-performance, the BUFF® product line has continued to expand to include items for extreme weather conditions and UV protection, as well as a diverse range of sports accessories, hats, caps and arm sleeves. BUFF® products are sold in more than 70 countries across the globe and top outdoor sporting retailers across the U.S. Original Buff is headquartered in Spain and its subsidiary, Buff, Inc, is located in Santa Rosa, California. See www.buffusa.com for more.