



NEWS RELEASE

Contact: Spencer Naar - OutsidePR
Spencer@Outsidepr.com

Rand Whitney to Join Buff, Inc. as National Sales Director

Santa Rosa, California, December 1, 2015 – Buff, Inc., U.S. subsidiary of BUFF® and creators of versatile performance headwear for runners, cyclists and outdoor enthusiasts, is proud to welcome Rand Whitney as the new Director of Sales. Whitney brings over two decades of leadership experience in the general sporting goods and specialty outdoor and winter sports industries to his new role overseeing Buff, Inc.'s national sales force.

“Rand is a natural fit for the BUFF brand given his love for the outdoors and extensive business development and brand stewardship background within the outdoor industry,” said Shirley Brunetti, Vice President and General Manager at Buff, Inc. “We’re thrilled to have him build and coach our sales teams as we continue expanding within the U.S. retail market.”

Whitney’s impressive professional background most recently includes three years as the North American Sales Director at Mammut Sports Group in Vermont where he managed sales growth and operations development. Prior to Mammut Sports Group, he served as Vice President at NBS Retail Buying Group, as well as High Sierra Sport Company where he oversaw brand and sales strategies. A member of the Sierra Club and American Alpine Club, Whitney is an avid ski-tourist and ice climber.

“Shirley and the team at BUFF have a great working partnership with their many retailers and their efforts over the last decade have built the brand into a category-leader in the headwear space,” said Whitney. “I look forward to bringing experience and a relationship-driven approach to the team to continue that brand momentum as the company enters some exciting times ahead.”

Buff, Inc. established its U.S. presence in 2003 and has developed a strong following among outdoor fitness and adventure enthusiasts drawn to the brand’s product versatility and simplicity. With growing popularity among ultrarunners, cyclists, skiers and snowboarders, BUFF headwear’s technical performance and element protection capabilities have put the performance apparel line on athletes’ must-have essentials list for training and racing.

For information on BUFF products please visit buffusa.com or contact Spencer Naar at Spencer@OutsidePR.com.

ABOUT BUFF®

Founded in 1991, BUFF® 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®, Polygeine®, Polartec® and 100 percent Merino wool, BUFF® has built a world-renowned lifestyle brand recognized by athletes and outdoor enthusiasts for its quality, craftsmanship, and customizable design and style options. BUFF® models 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.

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