



## Ironclad's KONG Waterproof Named "New Product of the Year"

### *Occupational Health & Safety Magazine Recognizes KONG Waterproof For Innovation And Quality*

LOS ANGELES, CA – September 20, 2010 – Ironclad Performance Wear Corporation (ICPW.OB), the recognized leader in high-performance task-specific gloves and apparel, today announced that its KONG® Waterproof glove, an expansion of the KONG line of technical performance gloves for the oil & gas industry, has been named the "2010 New Product of the Year" for hand protection by *Occupational Health & Safety* magazine. The award recognizes the KONG Waterproof glove for innovation, quality and excellence in customer service.

The KONG Waterproof combines the impact protection features of the award-winning KONG Original with technologies which make the glove waterproof and cold weather resistant. These features are critically important in environments such as off-shore drilling platforms where extreme cold wet conditions exist. The glove enables workers to remain on the job longer and protect their hands from becoming too cold or numb. The KONG Original, considered the "gold standard" for oil and gas extraction worker hand safety, has also been recognized by the U.S. Department of the Interior for exceptional performance in enhancing hand safety.

"Ironclad's KONG glove line for the oil and gas industry, with technology specifically designed for these uniquely hostile environments, has become this industry's standard for workplace safety," said Fred Castro, vice president of sales for Ironclad Performance Wear. "This honor by OHS magazine, and the tremendous level of interest which Ironclad received at the National Safety Council Congress & Expo last week, continues to demonstrate that Ironclad is the recognized leader in industrial hand safety."

