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## **Cutting edge safety technology for children's apparel now available through retailers nationwide**

*LuvGear™ SunAlert™ warns of potential dangers from UV Rays—now available in JCPenney stores across the U.S. and select Sears' locations*

MONTREAL, CANADA –The SunAlert™ collection by LuvGear™ raised an amazing consumer response that set the stage for a full launch through JCPenney in 2010. The product line warns of potential dangers from UV Rays and will be available at JCPenney retail stores nationwide starting in March.

This revolutionary line of children's swimwear includes a silicone patch on the outside of the garment that warns parents or caregivers when the UV ray exposure is reaching levels that may be harmful to an infant or child. The alert icons are sewn right into the clothing and serve as a visible warning sign for parents, daycare providers and other caregivers so they can take the necessary steps to keep children safe. Sears will also carry the line for the first time in select locations for 2010.

“SunAlert™ is truly the first of its kind. Never before has an innovative device like this existed,” Chief Executive Officer Neil Miller said. “If the sun icon is pink, the outfit is exposed to low levels of UV. If it turns a darker shade of red that is an immediate warning sign for the parent or caregiver to take the necessary steps to keep their child safe.

The response from consumers through the 2009 test launch of the SunAlert line was overwhelming. We were confident once parents saw not only the stylish designs of the clothing, but the level of protection and peace of mind they offer, SunAlert would fly off the shelves. We are thrilled to be able to reach more parents and families in 2010 and our safety technology is being expanded worldwide to include women's, men's, maternity and active lifestyle merchandise.”

Children gain 50 to 80 percent of their lifetime sun exposure before the age of 18 and children are at higher risk of suffering damage from exposure to UV rays than adults because

their skin is thinner and more sensitive. SunAlert™ provides parents and caregivers a first line of defense so they can keep kids safe.

SunAlert™ is an icon sewn into the fabric which acts as an indicator by changing color to indicate levels and strength of UV rays. When it is exposed to low levels of UV, the icon shows a sun that appears light pink in color. As the UV rays get stronger, the image becomes a darker shade of red, alerting parents or caregivers the strength of UV rays have reached levels that may be harmful to a child.

The new line of bathing suits will be on the floor of JC Penney and some Sears stores by the middle of March. The line includes boy's rash guards and swimsuit designs as well as girl's one and two piece swimsuits and a cover-up. The swimsuits range in size from 12 months to 5T, with affordable prices ranging from \$22 to \$36.

In addition to helping protect children from potentially harmful UV rays, LuvGear™ has dedicated a portion of SunAlert™ sales to the fight against cancer. As a proud supporter of the Canadian Cancer Society, 10% of proceeds from SunAlert™ garments will support childhood cancer and skin cancer research up to a maximum of \$35,000 through the Canadian Cancer Society.

For more information on LuvGear™ and the full line of alerts, visit [www.luvgear.com](http://www.luvgear.com)

## **ABOUT LUVGEAR**

LuvGear™ is a revolutionary concept creating value added apparel that unites style and safety into each garment. LuvGear™ was developed in 2005 by partners Neil and Bram Miller. As parents themselves, they were inspired by the need to offer parents additional security when it comes to protecting their children. The team began to research how the use of ink filled disks could be incorporated into children's clothing as a safety device.

It took nearly three years of intense research and testing the technology as it would be most effective in the form of a patch sewn into clothing. After several trials and variations of the formula, the LuvGear™ series was born. SunAlert™, HotAlert™, TempAlert™ and ColdAlert™ icons are sewn into the fabric of children's garments and serve as a visible warning sign to parents or caregivers to make them aware of potential dangers like elevated body temperature, exposure to high levels of UV rays, dangerously cold temperatures and liquids at temperatures that could burn a small child. This patented cutting edge technology helps parents keep their kids safe from life's elements.

As prevention is the best form of protection, LuvGear™ serves as an alert system so parents can take the necessary actions to keep their kids safe.

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