



For Immediate Release

## **Del Sol, Famous for Catching Rays, Ready to Carve Waves at Surf Expo**

### **Del Sol Apparel and Accessories, which Soak up the Sun to Change Colors, are Stoked for their First-time-ever Appearance at a Trade Show**

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Salt Lake City – August 3, 2009 – Del Sol, the world’s largest retailer and manufacturer of merchandise that changes color in the sun, will be unveiling its color-changing shirts, shorts, nail polish, sunglasses, hair accessories and more for the first time ever at this year’s Surf Expo in Orlando, Florida. Del Sol is carving out a unique niche and launching new items that this market has never seen before, hoping to bring its sunny products to more retailers nationwide.

Expo attendees are invited to stop by Del Sol’s booth #2773 to see their full product line and to pick up free samples of their unique products that burst into colors outside in the sunlight. The booth staff will even be painting attendees’ nails for free with Del Sol’s special nail polish that also changes color in the sun. “You’ve got to see the products change color in the sun firsthand to really get what Del Sol is all about,” said Jeff Pedersen, Del Sol President and CEO. “A light bulb sort of turns on and a smile comes across your face when you see any of our products change from colorless to colorful out in the sun.” Without sunlight, the products return to their original colorless state. The Del Sol booth will be equipped with *sun stations*, which house UV-light boxes to simulate the sun’s rays and to demonstrate how the products work. All Del Sol products come with a lifetime guarantee to change colors over and over again for the life of the product.

Until recently, consumers could only purchase Del Sol’s color-changing products exclusively in Del Sol stores or on the company’s Web site. And, Del Sol stores are typically found in premier tourist destinations and cruise ship ports throughout the Caribbean, which isn’t right around the corner for most of us. Del Sol stores have a quick, sell-through model, averaging over \$500 sales per square foot. They plan to offer full retail price points and generous margins to interested retailers who choose to pick up the Del Sol brand. All Del Sol products feature its exclusive advanced color-change technology, which brings out the most brilliant colors in over 20,000 different product SKUs. “The company’s products are what make it such a sunny spot on consumer’s radar screens,” said Paul Fulton, Executive VP of Sales. “Just add sunlight to any Del Sol product and watch the colors appear right before your eyes — no flour or sugar needed, just sunshine.”

#### **About Del Sol**

Established in 1994, Del Sol combined science and sunshine to create the world’s first T-shirt that changes color in sunlight. Since then, Del Sol has grown to become the world’s largest retailer of merchandise that changes color in the sun, and the Caribbean’s largest clothing retailer. The company began selling its color-changing products out of a small cart in a Utah mall. After expanding its product line to over 20,000 SKUs; including hats, toys, nail polish, jewelry, and sunglasses, Del Sol opened its first, full store in St. Thomas, USVI in 1997. Del Sol quickly became one of the most highly promoted merchants on board Royal Caribbean, Carnival, Princess, Disney, Celebrity and Norwegian Cruise Lines. Today, thanks to Del Sol’s worldwide fans, the company is soaking up the sun and sharing the fun in over 100 Del Sol stores in 12 countries. For more information about Del Sol’s culture, products and stores, please visit [www.delsol.com](http://www.delsol.com)

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**Surf Expo Booth #2773**

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