

For Immediate Release

Magnum Debuts New Product Range at SHOT Show 2020

The world's original tactical footwear brand will release three new styles at the Las Vegas-based tradeshow

SHERMAN OAKS, CA (January 21, 2020) - The world's original and best-selling tactical footwear brand, [Magnum](#), has announced they will be debuting three new products at [SHOT Show Las Vegas](#), running from January 21-24, 2020. The brand, which is currently sold in nearly 100 countries, is set to add the Pace Lite, Phantom Elite and Scorpion II models to its existing product range, which services professionals in Uniform, Military, Work and Emergency Services sectors.

The Pace Lite, designed to be fast light and athletic, is a new introduction to the Uniform category. In addition to featuring the Magnum exclusive lightweight rubber outsole with EVA midsole technology, the ultra-lite footwear also boasts improved abrasion resistance and a removable high rebound insole.

The Military-focused Scorpion II is built with MAG-COOL – a cooling fabric proprietary to Magnum – for optimal comfort, breathability and moisture management. The lightweight patrol boot also includes exclusive 360°stitched rubber outsole for supreme durability. For heavy-duty endurance, the Phantom Elite combat boot utilizes Strobel construction for greater flexibility and strength, in addition to a Mag-Dry PRO waterproof membrane with blood borne pathogen protection.



From left to right: Pace Lite, Phantom Elite, Scorpion II

“Since 1982, Magnum’s promise has been to serve and protect those who serve and protect us. It is a commitment to providing the world’s bravest men and women footwear, apparel and accessories that they can depend on,” stated Henry Stupp, Chief Executive Officer of Apex Global Brands, a global brand ownership and marketing organization that manages, creates and elevates a growing portfolio of high-equity lifestyle brands, including Magnum. “The launch of the Scorpion II, Shadow Elite and Pace Lite will usher in a new standard of technology and quality within the tactical footwear industry – an evolution the brand is excited to pioneer for the safety of those who need it most.”

The Scorpion II, Phantom Elite and Pace Lite will be on display at SHOT Show from January 21-24, 2020 at the Sands Expo Center in booth #11164. All models will be available for purchase in SS20.

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Contacts

Apex Global Brands
Rachel Finamore, Global Marketing Manager
rachelf@apex-gb.com

Addo Investor Relations
Kimberly Esterkin, Patricia Nir
kesterkin@addoir.com; pnir@addoir.com

About Apex Global Brands

Apex Global Brands is a global brand ownership and marketing organization that manages, creates and elevates a growing portfolio of high-equity lifestyle brands. The brand portfolio spans multiple consumer product categories and retail tiers around the world and includes Hi-Tec[®], Magnum[®], 50 Peaks[®], Interceptor[®], Cherokee[®], Tony Hawk[®], Liz Lange[®], Point Cove[®], Carole Little[®], Everyday California[®] and Sideout[®]. The Company currently maintains license agreements with leading retailers and manufacturers that span approximately 140 countries in over 20,000 retail locations and digital commerce. For more information, please visit the Company's website at apexglobalbrands.com.

About Magnum

Since 1982, Magnum has been the world's number one global tactical footwear brand, offering strong, lightweight, athletically built products. Created through a request from the FBI training center, Magnum continues to offer high performance footwear to some of the bravest men and women on the planet working across the Uniform, Work & Industrial, and Healthcare & Service sectors. These customers rely on their footwear to perform to the same exacting standards as they do, which is why Magnum continues to protect and serve these heroes in over 100 countries around the world by making the highest performing products that always exceeds their demanding expectations, in all of the challenging environments they face. Through our constant innovation, and belief that good enough is never enough, Magnum continues to push the boundaries of performance, to exceed the needs of today and of tomorrow, delivering quality, affordable, fit for purpose products.

About International Brands Group

International Brands Group (IBG) are global leaders in design, development, sourcing & sales of branded sports, outdoor, uniform and safety footwear.

With over 40 years of experience and a portfolio of established global footwear brands, including HI-TEC[®], MAGNUM[®] and INTERCEPTOR[®]. IBG work with distributors and retailers within the sports, outdoor, uniform and safety industry, with leading quality distribution worldwide.

Through ongoing innovation, design, development and brand management IBG seeks to continually take our brands to the next level. Our portfolio of brands delivers fit for purpose products with top performance qualities and value, building equity with our customers and consumers.

Safe Harbor Statement

This news release may contain forward-looking statements regarding future events and the future performance of Apex Global Brands. A forward-looking statement is neither a prediction nor a guarantee of future events or circumstances and is based on currently available market, operating, financial and competitive information and assumptions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those expected or projected, including, among others, risks that: the Company and its partners will not achieve the results anticipated in the statements made in this release; global economic conditions and the



financial condition of the apparel and retail industry and/or adverse changes in licensee or consumer acceptance of products bearing the Company's brands may lead to reduced royalties; the ability and/or commitment of the Company's licensees to design, manufacture and market Cherokee[®], Hi-Tec[®], Magnum[®], 50 Peaks[®], Interceptor[®], Carole Little[®], Tony Hawk[®] and Hawk Brands[®], Liz Lange[®], Everyday California[®] and Sideout[®] branded products could cause our results to differ from our anticipations; the Company's dependence on a select group of licensees for most of the Company's revenues makes us susceptible to changes in those organizations; our level of indebtedness and restrictions under our indebtedness; and the Company's dependence on its key management personnel could leave us exposed to disruption on any termination of service. A more detailed discussion of such risks and uncertainties are described in the Company's annual report on Form 10-K filed on April 23, 2019, its periodic reports on Forms 10-Q and 8-K, and subsequent filings with the SEC the Company makes from time to time. Except as required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.