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**5.11 TACTICAL® UNVEILS NEW UNIFORM CUSTOM-DESIGNED FOR NASCAR OFFICIALS AT
2014 DAYTONA 500**

Official Apparel and Gear Supplier of NASCAR Successfully Debuts New Uniform Package at ‘The Great American Race’

MODESTO, Calif. Feb. 26, 2014—5.11 Tactical®, Official Apparel and Gear Supplier of NASCAR, has unveiled the new uniform package created for and worn by NASCAR Officials during the recent Speedweeks at Daytona. The event is held throughout the days leading up to the Daytona 500—the race that is widely regarded as the most important and prestigious race on the NASCAR calendar.

To kick off its entry into professional motorsports, the global tactical apparel and gear manufacturer is outfitting NASCAR Officials with custom-designed apparel and gear. The new uniforms include 5.11 Tactical shirts, tactical pants, system jackets, polo shirts, wind shirts, hats and gear bags.

“The uniform package that 5.11 Tactical introduced during Speedweeks received great praise and admiration from the hardworking men and women that officiate our sport,” said Robin Pemberton, NASCAR vice president of competition and racing development. “The new uniforms are comfortable and stylish and are made to hold up to the rigorous conditions in the garage.”

Tasked with officiating more than 1,200 events each year, NASCAR officials are faced with executing one of the most physically demanding roles in NASCAR and require uniforms that are durable enough to withstand rigorous racing conditions—even through inclement weather and changing climates—while still offering flexibility and comfort for optimum performance.

To meet these requirements, 5.11 Tactical has incorporated innovative features such as the use of Taclite® and FlexTac® fabrics in the shirts and pants, giving the entire uniform resistance to rain, stains and soil. Also featured in the collection is the Bristol Parka, a three-in-one systems jacket featuring hidden ID panels—allowing officials to be overt on the track, and covert off—and a zip-out liner that can be used as an added protective shield in harsh conditions. To ensure the uniform meets the day-to-day needs of NASCAR officials, custom modifications developed in conjunction with NASCAR have also been made. From button-snaps on the front placket to faux-pocket flaps for increased functionality and a back welt pocket for tools and radios to ensure seamless vehicle inspection, each piece of the uniform was custom- and strategically designed for practicality and high-performance.

In November 2013, 5.11 Tactical was introduced as an Official Partner of NASCAR at the NASCAR Fuel for Business Council Meeting in Miami.

“We are ecstatic that our new 5.11 Tactical Official Uniform Program has been an over-the-top success with NASCAR,” said Bob Neapole, Chief Revenue Officer at 5.11 Tactical. “From the time we finalized our agreement with NASCAR, we had a very short window to meet our deadline by which we had to deliver more than 450 items to the NASCAR R&D facility in Concord, N.C. Our product development managers, worked very closely with NASCAR to design custom shirts, pants and jackets for its Officials. Custom fabrics, colors and embroidery are also part of the innovative design package. We look forward to collaborating on future innovations in apparel and gear as we grow our partnership.”

Media interested in learning more about the new uniform package 5.11 Tactical custom-designed for NASCAR should contact 5.11@formulapr.com.

About 5.11 Tactical

Based in Irvine and Modesto CA, 5.11 Tactical collaborates directly with end users/operators to create purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed and performance of Military, Public Service professionals and enthusiasts worldwide. 5.11 Tactical products exceed rigorous and exacting standards which have allowed the brand to establish a reputation for innovation and authenticity. The 5.11 Tactical brand has established itself as the premier choice of Duty-Driven Professionals. Learn more about 5.11's best-selling tactical clothing, uniforms, station-wear, outerwear, footwear and accessories at www.511tactical.com. Connect with 5.11 Tactical on Facebook at www.facebook.com/511Tactical, Twitter ([@511Tactical](https://twitter.com/511Tactical)) and on Instagram ([@511tactical](https://www.instagram.com/511tactical)).

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