



BOA TECHNOLOGY AND MIPS PARTNER ON INNOVATIVE ADVANCEMENT IN HELMET FIT AND PROTECTION

Fully Integrated System Available to Brand Partners July 2018

Denver, CO (July 5, 2018) – Boa Technology, creators of the award-winning Boa® Fit System, and MIPS®, innovators of the patented Brain Protection System, together announce their collaboration on the MIPS® B-series Boa®, a new system for helmets. The specially integrated system is designed to work together to create a solution that provides superior fit and added protection to athletes in bike and snow.

The MIPS B-series Boa allows for the Boa Fit System to connect directly to the MIPS Low Friction Layer (LFL), rather than attaching in a stationary fashion to the helmet. This new method of integration with Boa improves the fit of the MIPS liner, making it the latest evolution in 360-degree fit systems.

Boa and MIPS, both leaders in their respective helmet technologies, align on their approach for constant innovation and a drive to continually develop highly functional, performance-based products.

"A helmet that fits well is ideal for maximizing safety, and Boa brings the leading fit component to bike and snow helmets," says Johan Thiel, CEO of MIPS. "We are excited to team up and offer brand partners a joint system that optimizes integration and assembly, and ultimately provides great protection for the rider."

"MIPS is as dedicated to head and brain protection as Boa is to making the worlds' best gear better through improved fit and performance," says Shawn Neville of Boa Technology. "We are fortunate to partner with a likeminded company such as MIPS who is also passionate about creating meaningful, innovative solutions for our brand partners and consumers."

The collaborative system is high tech, high performance and high safety. Look for the Boa and MIPS collaboration to debut at Eurobike in Friederichshafen, Germany at the MIPS booth (FW-100). MIPS B-series Boa will be available to brand partners immediately and to consumers in the following model year.

Interviews with Boa and MIPS CEOs are offered to the press at the Eurobike Show and the annual Boa Dinner held at Schloss Montfort on the 8th July. Please contact Akimbo or True Communications to schedule an appointment.

BOA®



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ABOUT BOA TECHNOLOGY:

Boa Technology Inc., creators of the revolutionary, award-winning Boa Fit System, delivers high performance fit solutions integrated in products across the golf, athletic, outdoor, snow sports, cycling, workwear, and medical categories. The patented Boa Fit System consists of three integral parts: a micro-adjustable dial, super-strong lightweight laces, and low friction lace guides. Each unique configuration is engineered to optimize fit and provide precision, adaptability, and control, and The Boa System dials and laces are backed by The Boa Guarantee. In collaboration with its market-leading brand partners, Boa is driven to make the world's best gear even better. Boa Technology Inc. is headquartered in Denver, Colorado with offices in Austria, Hong Kong, China, South Korea, and Japan. For more information, visit BoaFit.com

ABOUT MIPS:

MIPS specializes in helmet-based safety and protection of the brain. Based on an ingredient brand model, MIPS Brain Protection System (BPS) is sold to the global helmet industry. MIPS solutions are patented in all relevant markets and are based on more than 20 years of research and development together with the Royal Institute of Technology and the Karolinska Institute in Stockholm, Sweden. MIPS is the world leader in this field.

The company's headquarters, with 25 employees in research and development, sales, marketing and administration is located in Stockholm together with the test facility. For more information, visit mipsprotection.com.

BOA® MEDIA CONTACTS:

US	CASEY RAYMER Akimbo Communications casey@akimbopr.com +1 206 276 8900
EMEA	CLAUDIA EGGINGER Boa Technology GMBH PR_EMEA@boatechnology.com +43 6232 93080
IT	GIORGIA VITALI ThreeSixty Communication gvitali@360group.it +39 02 8942 1187
FR	DOMINIQUE MARMOUD Alternative Media dominique@ampr.fr +33 04 76 12 01 33

MIPS® MEDIA CONTACTS:

US	GREG FISHER TRUE Communications greg@truecommunications.com +1 707 495 3756
GLOBAL	MARCUS LINDGREN MIPS marcus.lindgren@mipsprotection.com +46 70 111 21 21 (EU)