



WOOLLY BULLY WEAR

BUYING TIPS FOR THE NEW YEAR

Woolly Bully Wear™

experienced record sales in 2006. Howard Davis, Woolly Bully Wear's™ president, credits much of this growth to the new super-soft fabrics, its new designer and a customer appreciation for Woolly Bully Wear's™ "Made in the U.S.A." label. Also, Woolly Bully Wear™ reorders rose by 15 percent this fall. Davis says "the amount of reorders took the company by surprise, but in a good way! We worked hard to meet the demand, but encourage retailers to buy more garments upfront and earlier because the reorder quantities are limited."

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Happy Holidays! **Woolly Bully Wear™** would like to wish you a joyful season.

With the year's end, we're sending this newsletter to express our appreciation for your business and share upcoming product and company information to help boost your bottom line.

At Woolly Bully Wear™, we've built solid relationships with our retailers through personal customer service. We listen to your product requests and suggestions because we understand that you are on the "front line" and know what consumers want. Please continue to give us this valuable feedback and keep in touch, even if it's just to say hello!

Throughout 2006, we've had several exciting changes take place. Last winter, we asked Michael Milhalik, an established designer for 38 years, to join our

team. Michael has experience with both Eddie Bauer and County Clothing, and is credited with being one of the first in his field to use pile fleece for outerwear garments. Now, the talented designer brings his expertise to Woolly Bully Wear™.

For 2006, Michael and I worked tirelessly to develop new design directions for Woolly Bully Wear™ that would reflect current trends and our retailers' feedback. The result: a 20-piece debuting line, the *Midtown Collection*, which focused on fresh colors, luxurious details, flattering silhouettes and impressive fabrics. We promoted Michael and Woolly Bully Wear's *Midtown Collection* to the industry and media, and received excellent reviews.

Also this summer, Woolly Bully Wear™ revamped its website, www.woollybullywear.com. We invite you to browse through this

great marketing tool, which is designed to help consumers find your store and learn more about our high-quality fleecewear. Have tips on how we can improve this online visibility? Feel free to let us know. Also, if you operate a store website, make sure to include a link to our site on the appropriate webpage.

Finally, remember that market season is just around the corner. After the holidays, please visit us at the Outdoor Retailer Show in Salt Lake City, Jan. 27-30 (booth 24039). We'll show you the new line and talk to you about the Woolly Bully Wear™ "difference." And as our sales representatives will be hitting the road in early 2007, you can also arrange to view the collection through your regional rep.

We value your continued support. May your 2007 be a fabulous (and profitable!) one.

— Howard Davis
Woolly Bully President

WOOLLY BULLY WEAR™ SHARPENS 2007 MERCHANDISING APPEAL

With the 2007 collection, **Woolly Bully Wear™** is now being designed with more practical, dynamic presentation in mind. In the past, the line has been created for retailers to easily group the merchandise and reflect the collection's branding. However, the product, which was all delivered at one time, would be displayed and sold, and then rarely refreshed with different garments.

To help retailers avoid this pitfall, Woolly Bully Wear™ introduces a more merchandise-friendly line and delivery approach. Designer Michael Milhalik has divided the collection into four color stories, which offer four-to-six fabrications each. This allows for a real building-block type of display, reflecting all the coordinating and layering possibilities. Each "group" also comes with a suggested delivery timeframe to stimulate bringing in goods more than once a year.

"In the outdoor garment business, retailers buy five or six styles, and then throw all these styles on the table at once," Milhalik says. "If you look at big department stores, they're bringing in new merchandise every few weeks. We're trying to encourage that kind of buying by enhancing the presentation and making each one of the groups in different colors stories and fabrications, so the merchandising looks dramatically new when it's put out for display."

With a focus on fabrication, Milhalik adds, the collection literally has an extremely updated, innovative feel. Customers will notice softer, "furrer" and silkier textures, as the company has doubled the number of fabrics available, resulting in better garments altogether.

"Quite simply, the line is friendlier," he says. "With everything Woolly Bully is doing, we're making the customer say 'Wow!' because it's either so soft or so silky. It's more about a huge collection of fabrications rather than a huge collection of styles." Of note, Woolly Bully Wear™ will launch fresh fabrics, including lightweight, laminated combinations, reversible looks, and lined, faux-fur designs which are as soft on the inside as they are on the outside — simply divine!!!

For more information, contact your sales rep or Woolly Bully Wear™ (877-308-1088), or visit Woolly Bully Wear™ at the Outdoor Retailer Show in Salt Lake City, Jan. 27-30 (booth 24039).