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For: **Wallaroo Hat Company**

FOR IMMEDIATE RELEASE

THE FIVE W'S OF WALLAROO

WHO is wearing Wallaroo?

On the street and at the beach:

Cameron Diaz

Brooke Shields

Kate Capshaw

Courtney Thorne Smith

Kim Basinger

Lolita Davidovich

Amanda Peet

On the green:

Pro Golfer Michelle McGann

On the slopes:

Pro Freestyle Skier, Adventurer and Filmmaker, Alison Gannet

WHAT is Wallaroo?

Wallaroo is a line of Aussie-inspired, fashionably functional, UPF 50+ hats for men, women and children.

WHY is UPF so important?

UPF 50+ fabrics are tested by the Australian Radiation Protection Agency and block 97.5% of the sun's ultraviolet rays. Ultraviolet radiation, or UV, is present in sunlight.

The Ultraviolet Protection Factor (UPF) shows how well a fabric protects your skin from solar UV.

WHERE can I buy Wallaroo?

Wallaroo Hats are available at www.wallaroorhats.com, in catalogues, and more than 2,000 outdoor, resort, golf, gardening, and boutique retailers stores through the U.S. Prices start at \$34.

WHEN do I wear Wallaroo?

Fashion

Search for the right look, fit and color. Trendy hats can be fun, but you won't wear it if it doesn't fit well or isn't a flattering color and shape.

Outdoor Play & Sun Protection

Shop for brim size, color, fit, quality fabric and quality construction. If you're going to play outside, you need a hat that fits well during activity, covers your skin from the sun and is washable so you can freshen it up after heavy outdoor use. You also need a hat that will maintain its shape, which requires well-made fabric and solid construction.

Travel

Consider how often you'll be in the sun, what outdoor activities you'll be doing, and what events you'll be attending. First, shop for a hat that is crushable - you'll want it to maintain shape and look great when you get where you're going, but you won't want to bring a hatbox on your trip. The hat should also be a fashion find. It should look good on you, complement your vacation wardrobe and work well at your vacation destination.

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EDITOR'S NOTE: For more information about Wallaroo Hats, please contact Nancy Trent or Pam Wadler at (212) 966 0024.