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Hang Onto Your Hats

**IV GEAR LICENSES COPPERTONE® BRAND FOR
SUN PROTECTIVE HEADWEAR**

**Spring 2010 Launch Planned for UPF 50+ Hats Made of Fabric
“Recommended by The Skin Cancer Foundation”**

MARKHAM, Ontario (Nov. 2, 2009) – The famous Coppertone® brand, a well-known name in sun protection, will soon grace a line of sun protective headwear for adults and children, thanks to a new licensing agreement between Schering-Plough HealthCare Products and the IV Gear division of InnoVision, a multi-national headwear manufacturer based in Markham, Ontario. Initially, IV Gear will introduce 23 styles ranging from bucket hats, cadet hats, womens and girls floppies, to ballcaps.

IV Gear’s core licensing program, which is exclusive to the U.S. and Canada, will feature three categories: Coppertone® - Adult (men’s and women’s), Coppertone Sport™, which will also include a line of Golf headwear, and Coppertone Kids™. The children’s line will feature the Coppertone® brand logo of the little girl and dog – one of the most iconic images in advertising, having appeared in magazine ads and billboards for over 50 years. More subtle branding is planned for IV gear’s Adult and Sport line, with a floral design featured on women’s headwear.

Hats will be made with an exclusive UPF 50+ fabric, lab tested according to ASTM standards. The proprietary fabric is a 100 percent recyclable cotton-like polyester that blocks 98% UVA and 99% UVB rays. By comparison, typical cotton headwear has a UPF 15 rating and can lead to excess sun exposure to the top of the head. IV Gear fabric also offers superior stain and soil release, exceptional wicking and moisture management, and wrinkle and shrink resistance.

The fabric carries the Seal of Recommendation from the 30-year-old Skin Cancer Foundation, “the only global organization solely devoted to the prevention, detection and treatment of the world’s most common cancer” (www.skincancer.org).

“When we decided to create a line of sun protective hats, the name of one potential licensor continually rose to the top. What impressed us most was that Coppertone, the number one brand in sun care protection, has been known for over 60 years for helping people enjoy the sun safely,” said Kevin Au-Yeung, president of InnoVision.

“As our understanding of ozone depletion raises awareness for sun protection, fully protective headwear is the right product at the right time. We consider it functional and stylish sunscreen you can wear on your head,” Au-Yeung adds.

The complete line will be available starting spring 2010 to mass, grocery, chain drug, and department stores, and future growth into specialty retail and online outlets. The initial suggested retail price will range from \$9.99 to \$24.99.

Nancy Bailey & Associates brokered the licensing deal between Schering-Plough and IV Gear.

(For more information: www.coppertonehats.com)

Editor’s note: For images of the new sun protective headwear from IV Gear, contact Jeff Blumenfeld, 203 655 1600, jeff@blumenfeldpr.com.

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About IV Gear

IV Gear Inc. is the distribution and brand licensing arm of InnoVision Headwear, the North American design, R&D and sales division of a 40-year-old Asia based headwear manufacturer that focuses on innovative and technical headwear products. IV Gear also

specializes in the design, manufacture and distribution of fashion lifestyle and entertainment apparel products and accessories. IV Gear Inc. and InnoVision Headwear Inc. are located in Markham, Ontario, Canada. Tel. 888 474 3188, coppertone@ivgear.com, www.coppertonehats.com

About Coppertone®

Coppertone is a registered trademark of Schering-Plough HealthCare Products, Inc., which is the U.S. over-the-counter (OTC) and consumer products business unit of Schering-Plough Corporation (NYSE: SGP) of Kenilworth, N.J.

About Nancy Bailey & Associates, Inc.

Nancy Bailey & Associates is at the forefront of trademark and brand extension licensing. The company develops and manages successful licensing programs for Fortune 100 companies including The Procter & Gamble Company, Crayola, Energizer and Schering-Plough. A pioneer and leader in brand extension licensing for over 25 years, NBA is a full-service licensing agency specializing exclusively in the management of trademark licensing programs as well as providing consulting services for corporate trademark brand extension. Headquartered in Atlanta, the company also has offices in Miami, and affiliates in Tokyo. For more information, please visit www.baileylicensing.com

(Nov. 2, 2009)