





ABOUT DEL SOL

Del Sol first splashed onto the retail scene in 1994 out of a small cart in Murray, Utah's Fashion Place Mall and has been sticking its color-changing products where the sun shines ever since.

Based on Del Sol's proprietary Spectrachrome® technology, formerly explored by NASA, color-changing inks and dyes are engineered for application on more than 10,000 Del Sol retail items. Much like a flower that blooms in the sun's rays, the hidden colors found in Del Sol's exclusive prints and products twist and unfold into vibrant color upon exposure to sunlight, then returning to their original state without sunlight.

Full of sunny optimism about business and life, Del Sol sells its color-changing shirts, hair accessories, jewelry, sunglasses, nail polish and more to cruise ship passengers, sun-loving beachgoers and resort vacationers.

Having fun in the sun has always been at the core of Del Sol's culture. We stand for all that's good. For sunshine. For fun in the sun. For memory-filled vacations. For laughter. For joy. We do it for young and old alike. For the smiles that it brings. We're proud to share a little sunshine with so many people every day.

Today, Del Sol has grown to more than 100 store locations worldwide in 28 countries, is the world's leading brand of color-changing apparel and accessories, and one of the most highly promoted merchants onboard Royal Caribbean, Carnival, Princess, Disney, Celebrity, and Norwegian Cruise Lines.

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Del Sol was established in 1994 and has since grown from one small cart in Murray, Utah's Fashion Place Mall to 100+ locations worldwide. All Del Sol products change colors when exposed to sunlight. Much like a flower that blossoms in the sun's rays, Del Sol's exclusive Spectrachrome® crystals open and unfold upon exposure to sunlight, revealing their hidden colors.

LENGTH OF TIME IN BUSINESS:

1994 – 2015

NUMBER OF EMPLOYEES:

125 Corporate Headquarters and
600+ worldwide

OWNERSHIP:

Del Sol is owned
by Jefferson G. Pedersen,
Chairman and CEO of
Del Sol, L.C. since 2003

WORLDWIDE LOCATIONS

70+ stores, 150+ accounts, 200+
doors, and 60+ cruise ship accounts
in 28 countries

Worldwide Distribution Center

- 1475 S. 5070 W.
Salt Lake City, Utah
- 47,800 square feet

Corporate Headquarters

- 280 W. 10200 S.
Sandy, Utah
- 15,422 square feet

STORE SALES PER SQUARE FOOT:

Del Sol's average sales per square foot are \$610.
Del Sol stores, on average, are 619 square feet.

DEL SOL MISSION:
Create Fun, Joy, Smiles
and Memories for Everyone
under the Sun!™

DEL SOL 2014 SALES:

2014 retail sales finished at 116% of 2013.
2014 same-store sales finished at the highest level since 2004.
2014 global ADPT ended 6% higher than last year.
2014 new Del Sol shirt designs introduced: 90+
2014 new Del Sol products launched: 218 (nearly double 2013's launches)

PRODUCTS

Del Sol's fun-in-the-sun products have made the brand what it is today. They're the magic ingredient that adds the WOW to Del Sol's world of color and sunshine. We offer a smorgasbord of sun-painted products for people of all ages – men's, women's and kid's clothing styles, hair accessories, nail polish, jewelry, sunglasses, kid's toys, and more. Everything changes color outside in the sun. It's like having two hair clips or two nail polishes in one. Twice the color and twice the appeal of any like product in the marketplace. Del Sol's color-changing products are all created and designed in the United States and sold throughout the world's most popular tourist destinations.

RECENT PRODUCT LAUNCHES

- 43 Nail Polish
 - Nail Polish Top Coat
 - Nail Polish Base Coat
- 7 Disney and Marvel Sunglasses
- 25 Disney Hair Accessories
- 3 Disney Jewelry
 - Sand Castle Kit
 - Women's Long Sleeve
 - Men's Tank & Women's Tank
 - Girl's & Boys Long Sleeve T
 - Men's Long Sleeve T
- 7 Sun Accents™ Hair Accessories
- 5 Women's Contrast Sleeve Raglans
- 5 Boy's Contrast Sleeve Shirts
- 2 Flat Brim Hats
- 7 Soles Flip-Flops
 - Sol Slinger (Dog Ball Thrower)
- 2 Promo Tote Bags



100% WOW GUARANTEE

Del Sol makes everything it sells and stands behind it with a 100% WOW Guarantee, which promises that Del Sol products will make you say, "Wow," and the color-change vibrancy will last for the life of the product.

1994

DEL SOL
OPENS
ITS FIRST
RETAIL CART



1999

DEL SOL
EMERGES
ONTO THE
SPECIALTY-
RETAIL SCENE
IN THE U.S.



2004

10 YEARS
OF SUNNY
SUCCESS



2010

DEL SOL CLAIMS
LOCAL AND
NATIONAL
HONORS



1995

COLOR-CHANGING
THREAD INTRODUCED



2000

DEL SOL'S
INTERSHIP
PROGRAM
CREATED



2005

GLOBAL HUMANITARIAN
EFFORTS SPREAD
SUNSHINE



2011

DEL SOL PARTNERS
WITH DISNEY
TO CREATE
DISNEY
COLOR-CHANGING
PRODUCTS



1996

MORE
THAN 100
DEL SOL
CARTS
AND KIOSKS



2001

DEL SOL UNIVERSITY
IS ESTABLISHED



2006

NEW HEADQUARTERS
& GLOBAL EXPANSION



1997

DEL SOL
OPENS FIRST
STORE IN
ST. THOMAS,
U.S. VIRGIN
ISLANDS



2002

DEL SOL
ASIA IS
ESTABLISHED



2007

DEL SOL
WINS
ERNST &
YOUNG'S
ENTREPRENEUR OF
THE YEAR



2012

DEL SOL PARTNERS WITH MARVEL



1998

MARKETED &
PROMOTED ON ALL
MAJOR CRUISE LINES



2003

DEL SOL BECOMES THE #1
PROMOTED BRAND ON
ALL MAJOR CRUISE LINES



CELEBRATED BY THE
CHAIRMAN'S CLUB
CRUISE TO ALASKA

2008

DEL SOL'S SISTER BRAND,
CARILOHA, OPENS FOR
BUSINESS



2013

ADVANCEMENTS IN
COLOR-CHANGE
INNOVATION



2009

DEL SOL
OPENS FOR
BUSINESS
IN ITS 20TH
COUNTRY



2014

20 YEARS
AND STILL
SHINING



1994 – DEL SOL OPENS ITS FIRST RETAIL CART | Murray, Utah's Fashion Place Mall welcomes Del Sol's first retail establishment, bringing a new meaning to fun in the sun for the people of Utah.

1995 – COLOR-CHANGING THREAD INTRODUCED | Vibrant color-changing thread is introduced on hats, visors, shirts, tote bags, polos and other Del Sol products.

1996 – MORE THAN 100 DEL SOL CARTS AND KIOSKS | More than 100 Del Sol carts and kiosks open in malls and shopping plazas throughout the United States and Canada.

1997 – FIRST DEL SOL STORE OPENS IN ST. THOMAS, U.S. VIRGIN ISLANDS | The Caribbean gets even sunnier, adding Del Sol to St. Thomas' International Plaza for a bright future ahead.

1998 – MARKETING AND PROMOTED ON ALL MAJOR CRUISE LINES | Del Sol becomes a popular port attraction in the Caribbean, Mexico, Alaska, and Hawaii and is promoted on board Royal Caribbean, Carnival, Celebrity, Princess, Disney and Norwegian Cruise Lines.

1999 – DEL SOL EMERGES ONTO SPECIALTY-RETAIL SCENE IN THE UNITED STATES | Full, inline corporate stores begin opening nationwide, and Del Sol begins offering its color-changing store concept to independent owners worldwide.

2000 – DEL SOL'S INTERNSHIP PROGRAM CREATED | Jeff Pedersen and wife, Heather, manage the Del Sol store on the French-Dutch island of St. Maarten, learning the frontline, retail side of the business and developing Del Sol's worldwide internship program to help operate several of its stores.

2001 – DEL SOL UNIVERSITY IS ESTABLISHED | Del Sol stores and headquarter offices recruit, train and staff hundreds of energetic interns, managers and new employees. Del Sol sells its products in more than 10 countries.

2002 – DEL SOL ASIA IS ESTABLISHED | The creation of this exclusive partnership provides direct sourcing capabilities for Del Sol research and development, evolving into multiple vendor opportunities throughout Mexico, Asia and the United States.

2003 – DEL SOL BECOMES THE #1 PROMOTED BRAND ON ALL MAJOR CRUISE LINES | This growth is celebrated with the Del Sol Chairman's Club Cruise, where several individuals who helped grow the business participated in the grand opening of our 42nd store in Juneau, Alaska.

2004 – 10 YEARS OF SUNNY SUCCESS | Del Sol rings in its 10-year anniversary at the first store in St. Thomas and celebrates its 50th store opening in Cabo San Lucas, Mexico.

2005 – SPREADING SUNSHINE IN MORE WAYS THAN ONE | Throughout the years, Del Sol's humanitarian efforts have donated millions of dollars worth of product and aid to victims of the Haitian earthquake, the South East Asia Tsunami, and Hurricane Katrina to name a few, as well as hundreds of other projects around the world and in the United States.

2006 – GLOBAL EXPANSION | Del Sol moves to its new Global Worldwide Headquarters, doubling the space of its previous location. Del Sol continues to expand into new European markets, beginning with selling products on MSC Cruise Lines in the Mediterranean Sea and experiencing great success.

2007 – DEL SOL OPENS ITS 100TH STORE & DEL SOL WINS ERNST & YOUNG'S ENTREPRENEUR OF THE YEAR | Jeff Pedersen, Chairman & CEO, receives this award for retail, reinforcing Del Sol's amazing growth as the world's largest color-change retailer and experience-economy innovator.



2008 – CARILOHA OPENS FOR BUSINESS | Cariloha and its bamboo-based products are introduced under the newly created parent company, Pw Companies.

2009 – DEL SOL OPENS FOR BUSINESS IN ITS 20TH COUNTRY | Worldwide expansion continues with the opening of Del Sol stores in Mauritius, Honduras, and Australia.

2010 – DEL SOL CLAIMS LOCAL AND NATIONAL HONORS | These include Top 100 Private Companies in Utah, Inc. 500/5000 Fastest Growing Private Companies, Best of State Trophy and Medals and Utah's Emerging Elite Businesses, for production, consumer services, textiles, apparel and merchandising.

2011 – DEL SOL PARTNERS WITH DISNEY TO CREATE DISNEY COLOR-CHANGING PRODUCTS | After partnering with Disney, Del Sol begins creating and selling Disney-branded color-changing nail polish and hair accessories in Del Sol locations worldwide, making color change and Disney even more magical.

2012 – DEL SOL EXTENDS GLOBAL PARTNERSHIPS FOR MARVEL COLOR-CHANGING PRODUCTS | Del Sol creates and sells Marvel-branded color-changing products in Del Sol locations worldwide, introducing Spider-Man, Avengers, Iron Man, X-Men, Incredible Hulk, and others in color-changing designs and products.

2013 – COLOR-CHANGE ADVANCEMENTS IN PRINT, DESIGN AND FASHION | Del Sol develops and introduces water-based nail polish, UV-tinted and crystallina inks, T-shirt appliques, color-changing rhinestones, Solize™ etching and color-to-color options, silicon printing for hats, shirts, bat & ball sets, and bags, and large-format glitters.

2014 – 20-YEAR OF COLOR CHANGE & STILL SHINING | Del Sol celebrates its 20-year anniversary with expansion into new global retail markets and major growth in product development, introducing more color-changing products than in any given year prior to 2014.



AWARDS & ACCOLADES

2014 – CEO World Awards & CEO of the Year – Jeff Pedersen

2014 – Inc. Magazine's The Build 100 Award
(Top 100 Companies with 5-Year Global Expansion)

2014 – Wasatch Front Top Workplace –
Top 50 Companies

2014 – Best Companies to Work For –
Top 64 Companies in the State

2010 – 2014 – Best of State Award
• *Best of State Medals and Statue*

2008 – 2014 – Inc. Magazine (Del Sol & PW Companies)
• *Top 500/5000 Fastest-Growing U.S. Companies*

2007 – 2014 – Utah Business Magazine
• *Top 100 Private Companies*

2007 – Jeff Pedersen, CEO
• *Ernst & Young Entrepreneur of the Year*

2009 – 2014 – Best of Sandy, Best of San Diego,
and Best of San Antonio - Del Sol



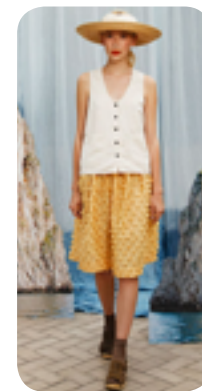
Inc.5000



**WINNER
BEST OF STATE**

PROUD SPONSOR & INVITED GUEST

- 2013 New York Fashion Week
- 2013 Edison Award Nominee
- 2011 Teen Choice Awards & Emmy Awards
- 2010 Academy Awards
- 2009 Teen Choice Awards
- 2008 ESPY Awards





GIVING BACK WORLDWIDE

SPREADING SUNSHINE AND GOOD CHEER IN MORE WAYS THAN ONE . . .

As quoted in Salt Lake Magazine: "Full of sunny optimism about business and life, [the people] of Del Sol do more than just cater to cruise ship passengers and fun-in-the-sun beachgoers. Staying true to their motto, 'Creating fun, joy, smiles and memories for everyone under the sun,' the company donated several tons of its products to relief efforts for [cancer research, local elementary schools, LDS Church Humanitarian Efforts and impoverished communities in Mexico]. And that's something we can all smile about."

Help for Haiti: Del Sol joined forces with Utah Haiti Relief Group in collecting and donating new blankets and colorful children's books for orphanage children in Haiti. Del Sol also donated seconds and extras to this same cause. Donations made an immediate impact on these children, as the donated books and blankets were flown directly to the orphanage in Haiti that was currently housing over 300 orphaned children.

Tsunami Relief Effort: Del Sol participated in one of the largest humanitarian aid efforts in the state of Utah, donating nearly \$800,000 worth of product to the Tsunami Relief Effort in South Asia.

Hurricane Katrina: Del Sol along with the LDS humanitarian Services and Godfrey Trucking arranged three massive donation shipments to the Hurricane Katrina victims, totally over \$640,000 in retail value. A large portion of that donation, six pallets of shirts, hats, sweatshirts, sandals, etc., also went to help struggling villages, families and orphans in Africa who live without the basic necessities of life every day.

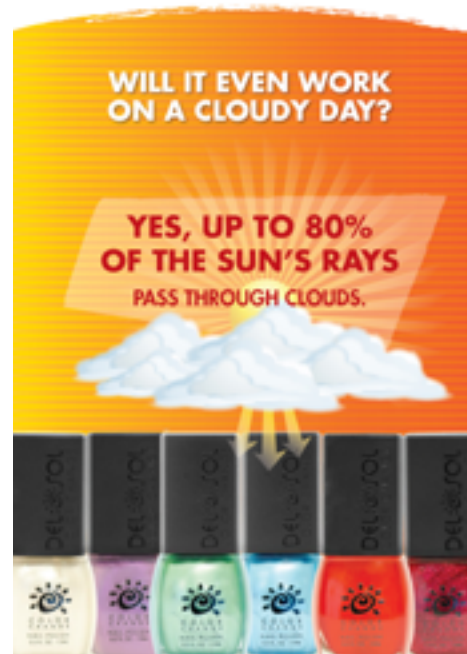
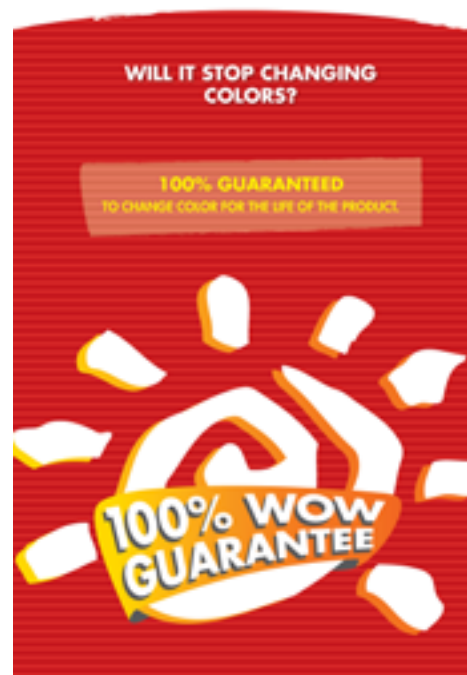
Costa Rica Donation: Jeff Pedersen, who served a church mission to Costa Rica, organized this donation with the entire company. Jeff traveled to Costa Rica to personally deliver the donation. In an initiative together with the Church of Jesus Christ of Latter Day Saints, and in coordination with the office of the First Lady of Costa Rica, Del Sol donated 8,000 shirts, 400 tote bags, and 200 hats to approximately 8,000 needy and low-income individuals from 20 elementary schools, orphanages and rehabilitation units throughout Costa Rica. The donation quantity is equal to an investment of close to 27 million Costa Rican colones (\$63,529 USD). "We wanted the children to know that by their being like a ray of sunshine they would be spreading happiness and change to everyone around them wherever they went," Jeff said. "A little sunshine goes a long way, and we hope these children choose to have positive attitudes that will ultimately improve their community, family, friends, work and school."

Iraqi Schools: Through the help of an internal Del Sol employee and her husband, who was serving in the military in Iraq, Del Sol coordinated a meaningful donation of product and school supplies to dozens of Iraqi schools throughout the war-torn country. "The greatest thing about owning a business is having the opportunity to bless thousands of people," said Jeff.

African Well: The 310' X 10" well, which the Del Sol family so generously contributed, was drilled in the Chyulu Valley of Kenya. Thanks to the generosity of the Del Sol team and the 'Miracle Well' of Chyulu, Kenya, large plots of fast-growing vegetables are being planted that will avert disaster and starvation for these grateful people.

HERE'S A SNAPSHOT OF JUST A FEW OF DEL SOL'S MOST RECENT CAUSE-RELATED EFFORTS, ALONG WITH SOME OF THE MAJOR GLOBAL CAUSES THAT DEL SOL SUPPORTED 2014:

- Susan G. Komen Breast Cancer Run — product donation.
- Spectrum Academy Race (autism awareness). Product donation.
- Del Sol nail polish donation to Girl Scouts of America.
- Choice Humanitarian product donations.
- Del Sol Product Donation for the Bras for a Cause Cancer Research Project.
- Health Systems Radiology Convention in Myrtle Beach.
- Royal Caribbean Product Donation.
- Del Sol Product donation to Singapore and Philippines.
- Color Me Rad — Del Sol Booth / Donation.
- Millie's Princess Foundation (Run for Cure).
- Razor Scooter Donation for Diabetes Research.
- Del Sol Product Donation — Five-O Fest (Fight against Bullying).
- Ronald McDonald House - Del Sol products and shopping bags.
- Lou Gehrig's Charity Event Hoopfest.
- Relay for Life in Canada — skin and sun awareness campaign.
- St. Jude Children's Research Hospital. Del Sol product donation.
- Oneida Crisis Center. Del Sol nail polish donation.
- Children's Service Society. Del Sol product donation.
- Del Sol Donation to Teen Author Boot Camp.
- Volleyball Tournament for Diabetes 1 research through JDRE.
- Run 4 Philippines — Del Sol product donation.
- LDS Humanitarian Services product donation.



TECHNOLOGY & HISTORY

Del Sol's special formula for color-change technology was developed from a concept originally explored by NASA. After years of research, Del Sol has made revolutionary enhancements to the color-changing technology by engineering its proprietary Spectrachrome® Crystal Dye, which is identified as the most vibrant color-change technology on the planet.

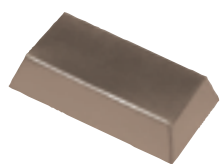
Del Sol made its color-change debut with only four basic ink colors and 10 black and white designs that were all engineered in Del Sol's Spectrachrome® Laboratories. At first, these colors were only formulated for use on textiles. We now have hundreds of dye colors that we use in a variety of materials. Over the years, those same dye colors have been combined to make hundreds of color formulations for use in all our unique product line up. Since 1994, we've added thousands of designs to our color-change repertoire.

SPEC·TRA·CHRŌME

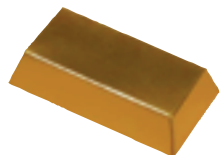
The life source of Del Sol. Living crystals that magically twist and unfold into color when irradiated by the sun's rays.



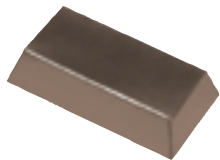
**WORTH MORE
THAN GOLD!**



Silver
\$32.30/ounce



Gold
\$1,676.00/ounce



Platinum
\$1,600/ounce



**DEL SOL'S
SPECTRACHROME DYE**
\$2,799.32/OUNCE

DEL SOL'S PROPRIETARY SPECTRACHROME PHOTOCHROMIC TECHNOLOGY & DYES

- Spectrachrome® is the name of Del Sol's proprietary color-changing technology.
- While in their inactive state, Spectrachrome® crystals are invisible to the unaided human eye.
- When crystals are exposed to ultraviolet light (sunlight), they reveal their inherent color.
- Similar to a flower blooming once exposed to UV rays, the molecules twist and unfold, resulting in the molecule expanding to several times its dormant size.
- The color-changing molecules shift into a range in the electromagnetic spectrum that's visible to the human eye. This activity is referred to as the molecular excitation transition.
- Fastest, brightest and most vibrant color-change on the planet.
- Del Sol's proprietary blends of its purest photochromic dyes are produced and distributed directly from its Spectrachrome® laboratories in Sandy, Utah.
- Del Sol's proprietary colorant formulas are impossible to duplicate.
- More than 300,000 dye/ink variations have been tested to date.
- Competitors are limited to a few colors only and very little color vibrancy.
- Del Sol dyes are produced to the highest possible clarity and quality.
- Del Sol maintains a state-of-the-art facility, dedicated to continual testing and refinement of its technology, offering the most versatility of any photochromic technology in the world.
- Del Sol's color-changing print processes are unique above any other in the screen-printing industry – some shirts require up to 11 separate prints.

DEL SOL NAIL LACQUER

- Del Sol has developed 300+ exciting shades of nail lacquer
- Average lineup of 30 color-changing lacquers
- Most vibrant colors on the marketplace
- Del Sol lacquer formulas cannot be exactly duplicated
- 100% free of toluene, formaldehyde and dibutyl phthalate (DBP)
- Made in the USA
- No animal testing



FUN FACTS



DID YOU KNOW...

We printed more than 1.2 million shirts in 2014, using our all-organic Spectrachrome® inks.

9,100

cruise ships visited Del Sol
store ports-of-call in 2014

We conducted nearly 1,000 different, environmentally safe tests to further expand our product development capabilities and to broaden our color-changing product applications, scope and depth.

23.6 million cruise ship passengers visited Del Sol ports-of-call in 2014; enough people to go back and forth 18 times from New York to LA if they were holding hands.

More than 90 new shirt designs were created in 2014.

744,905

nail polish bottles were sold in 2014

We distributed 816,374 color-changing tote bags this past year – that's enough tote bags to cover 32 football fields.



NAIL POLISH

Nail polish changes color right on your fingers and toes outdoors with sunlight, then returns to its original color indoors without sunlight

Salt Lake City, Utah – Every Del Sol product changes colors outside in the sun – even its color-changing nail polish. Putting on the nail polish is like capturing the power of the sun on your fingers and toes. The retail brand offers 24 different shades of nail polish that all change color in the sun. It's like two bottles of nail polish in one. Each Italian glass bottle contains two stainless steel mixing balls, and the polish is Toluene, DBP and Formaldehyde free as well. No animal testing is ever used in making any Del Sol nail polish.

HOW DOES IT WORK? Del Sol's Spectrachrome® dyes reveal their hidden colors upon irradiation by ultraviolet waves; i.e., sunlight. When a flower blooms, the result is the exposure of the inherent, inner color of the flower. A

Spectrachrome® dye is similar in that an energy-shift occurs causing the color of the dye to become visible to the human eye. The shifting or "twisting" of the dye is referred to as a molecular excitation transition. The dye does not actually change color; rather, its hidden colors become visible to the human eye.

"You've got to see the nail polish change color in the sun firsthand to really get what it's all about," said Jeff Pedersen, Del Sol President and CEO. "A light bulb sort of turns on and a smile comes across your face when you see any Del Sol product change from colorless to colorful out in the sun."

Without sunlight, the products return to their original colorless state. All Del Sol products come with a lifetime guarantee to change colors over and over again for the life of the product.

Del Sol's color-changing products are exclusively found in Del Sol stores or on the company's Web site. Del Sol stores are typically found in premier tourist destinations and cruise ship ports throughout the Caribbean, Mexico, Alaska, Hawaii and the continental U.S.





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