

MEDIA RELEASE

September 23, 2010



DUI Introduces **ECODiveWear™**

Made with 75% Recycled Materials - Stay Warm, Look Hot and Save the Planet!

DUI divers (DOGs) are as conscientious about their environment as they are cool. That's why DUI chose Polartec® Power Dry® as the material to bring men and women leading edge divewear liners that serve multiple purposes. First, wear it underneath any divewear insulation for extra warmth and excellent moisture wicking. Next, you can wear it on the surface between dives to protect you from the sun. Finally, it's such a comfortable and handsome garment you can wear it for any other outdoor activity. All the while knowing that what you are wearing makes a difference because it's made with 75% recycled materials.



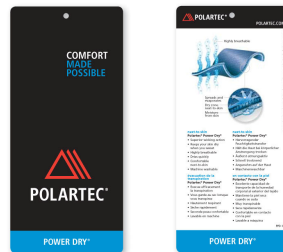
DUI **ECODiveWear™**

Men's Sizes: S, M, L, XL, XX

Color/Design: Dark green with matching accent stitching, crewneck

Women's Sizes: XS, S, M, L, XL, XX

Color/Design: Dark Green with bright green accent stitching, notch collar



Available in Pullover Top and Pants

Available to Ship by November 15, 2010

For more information, contact:

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Diving Unlimited International, Incorporated (DUI) is a diving equipment manufacturing company specializing in diver thermal protection and keeping divers warm and comfortable in some of the world's most hostile environments. Located in San Diego, California, DUI has been providing recreational, scientific, commercial and military divers with an UNLIMITED commitment to provide the highest quality products and services available. This commitment to our customers began in 1963 when Diving Unlimited International was founded to give divers limitless opportunities and extraordinary adventures. DUI's equipment is distributed through over 400 dealers in North America and exported worldwide through distributors in Europe, United Kingdom, Russia, Switzerland, Australia, Japan, Hong Kong, Ukraine, Mexico, Korea, and Brazil.