

# DEL SOL



## 2011 MEDIA KIT

*Just add sun!*®

[www.DELSOL.com](http://www.DELSOL.com)



## About Del Sol

Headquartered in Sandy, Utah, Del Sol was established in 1994 and has since grown to more than 100 stores worldwide in 23 countries. Today it's the world's leading brand of color-changing apparel and accessories and the number-one promoted merchant onboard Royal Caribbean, Carnival, Princess, Disney, Celebrity, and Norwegian Cruise Lines. Based on a proprietary Spectrachrome® Technology, originally developed by NASA, crystals are harvested from the sunniest, most colorful places on the planet and then engineered for use on more than 21,000 retail items. 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. Del Sol is the winner of the prestigious Ernst & Young Entrepreneur of the Year Award in Retail, Utah's Best of State Statue, and is found on Inc. Magazine's 500/5,000 fastest-growing businesses, along with Utah's Top 100 Private Businesses. Through humanitarian efforts, Del Sol has donated more than a million dollars worth of product and aid to victims of the Haitian earthquake, the South East Asia Tsunami and Hurricane Katrina, as well as hundreds of other projects around the world and in the U.S. For more information about Del Sol's culture, products and stores, please visit [www.delsol.com](http://www.delsol.com)

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## Fact Sheet 2011

Del Sol was established in 1994 and has since grown from one small cart in a Murray, Utah's Fashion Place Mall to 132 stores 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.

### Worldwide Locations

- 80 Non-Cruise Locations...and growing!
- 32 Cruise Locations – several of the ports listed below are multi-store ports:

Aruba, Bar Harbor, Barbados, Belize, Bonaire, Cabo San Lucas, Catalina, Curacao, Cozumel, Grand Cayman, Halifax, Juneau, Kauai, Ketchikan, Key West, Kona, Miami, Nassau, Newport, Jamaica, Prince Edward Island, Puerto Rico, Puerto Vallarta, Roatan, Skagway, Sitka, St. Kitts, St. Lucia, St. Maarten, St. Thomas, Turks and Caicos

### Store Sales per Sq. Ft.:

Del Sol's average sales per square foot are \$520 per square foot in the U.S., and over \$1,000 per square foot in airport and cruise ship port stores. An average Del Sol store is between 1,000 – 2,000 square feet.

### Mission Statement

*Create Fun, Joy, smiles and  
Memories for Everyone under the Sun!*

**Length of Time in Business:**  
1994 – 2011

**Number of Employees:** 104  
Corporate Headquarters and over  
895 worldwide

**Ownership:** Del Sol is privately  
owned by Jeff Pedersen, CEO and  
President of Del Sol, L.C. since 2003



## Product

Del Sol's fun-in-the-sun products have made the brand what it is today. They're the magic ingredient that adds pizzazz 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. You can't find Del Sol popular products anywhere else because they're all originals.

We make everything we sell, and we stand behind it with a money-back, 100% WOW Guarantee, which promises that our products will make you say, "Wow", and the color-change vibrancy will last for the life of the product.



## Del Sol History

### Having Fun in the Sun Year after Year, Sunrise after Sunset . . .

When Del Sol first splashed onto the retail scene in 1994, only a handful of people were at its helm. Now, more than 850 employees navigate Del Sol in over 100 locations throughout 21 countries, becoming the largest color-change retailer in the world and the number-one promoted merchant onboard Royal Caribbean, Carnival, Princess, Disney, Celebrity and Norwegian Cruise Lines.

**1994**

**Del Sol opens its first retail cart** in Murray, Utah's Fashion Place Mall.



**1995**

**Color-changing thread introduced** on hats, visors, shirts, tote bags, polos and other Del Sol products.



**1996**

**Over 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** Former Del Sol President, Steve Schone, and his mother, Susan, open the first store together, putting Del Sol on the map for a bright future ahead.



**1998**

**Marketed and promoted on all major cruise lines**, including Royal Caribbean, Carnival, Celebrity, Princess, Disney and Norwegian Cruise Lines – Del Sol quickly becomes a popular port attraction in the Caribbean, Mexico, Alaska and Hawaii.



**1999**

**Del Sol emerges onto the specialty-retail scene in the United States**, opening corporate stores and offering its store concept to independent owners worldwide.



**2000**

**First Del Sol Interns**, Jeff Pedersen, current Del Sol President, and wife, Heather, intern on the Dutch island of St. Maarten, Netherland Antilles. Del Sol establishes its Internship Program to staff several of its first stores.



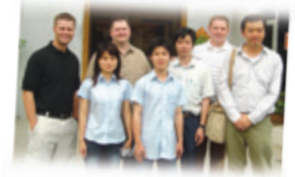


**2001**

**Del Sol University is established** to recruit, train and staff Del Sol stores and headquarter offices with hundreds of energetic interns, managers and new employees. Del Sol sells its products in over 10 countries.

**2002**

**Del Sol Asia, Ltd., Co. is established** creating exclusive partnerships and direct sourcing capabilities for Del Sol research and development, evolving into multiple vendor opportunities throughout Mexico, Asia and the United States.



**2003**

**Changing of the Guard**, executive leadership evolves between Chairman, Bob Pedersen, and President, Steve Schone, naming Jefferson Pedersen as new Del Sol President and Brent Rowser remaining as CFO.

**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**

**Launched advanced Website connections** and automated supply chain management systems, utilizing Del Sol's company wide intranet – DelSolNet – connecting Del Sol associates and retailers from anywhere on the planet at the speed of sunlight.

**2006**

**Del Sol opens its first airport terminal store** in the Orlando International Airport, quickly becoming a darling of the airport industry, opening Del Sol stores in elite airport terminals throughout the world.



**2007**

**Del Sol opens its 100th store, and Jeff Pedersen, President and CEO, wins Ernst & Young's Entrepreneur of the Year Award for Retail** on behalf of Del Sol worldwide, reinforcing its amazing growth as the world's largest color-change retailer and experience-economy innovator.



**2008**

**Del Sol launches two, new sister brands, Cariloha and Sol Kids** which all fall under its newly created parent company, Pedersen Worldwide.



**2009**

**Del Sol continues to grow and expand into more popular ports-of-call** throughout the Caribbean, Mexico, Europe and South America.



**2010**

**Del Sol and Cariloha claim several local and national honors;** including Top 100 Private Companies in Utah, Inc. 500/5000 Fastest Growing Private Companies, Best of State Trophy and Medals and Utah's Emerging Eight Businesses, for production, consumer services, textiles, apparel and merchandising.



# Awards & Recognition



**2010 – Best of State Award and Statue Del Sol**

Best of State Award Del Sol



**2008 - 2010 – Inc. Magazine**

Top 500 Fastest Growing U.S. Companies



**2010 – 2007 – Utah Business**

Top 100 Private Companies



**2007 – Jeff Pedersen, CEO**

Ernst & Young Entrepreneur of the Year



**Proud Sponsor**  
2010 Academy Awards  
2009 Teen Choice Awards  
2008 ESPY Awards

# DEL SOL Fun Facts



We printed **2.1 million** shirts in 2008, using **1,513 gallons** of our organically made Spectrachrome® ink.



**508,136** nail polish bottles were sold this past year.



**14,310** cruise ship visited Del Sol store ports of call in 2008.



**15.6 million** cruise ship passengers visited Del Sol ports of call – enough people to go back and forth 8 times from New York to LA if they were holding hands.



We distributed **430,694** tote bags this year – that's enough totes to fill 18 football fields.



**200** new shirt designs created in 2010 – 50% more than last year at this time.

We conducted over **500** different, environmentally safe tests for thread and yarn development that amounted to over five tons of plastic resin, which is enough color-changing material to fill seven railroad cars.





## Technology and 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.

### Spectrachrome® Quick Facts

- The creation of a single color of Spectrachrome dye can require as many as 27 separate chemical syntheses.
- In some cases, 3 lbs. of 23 different raw materials are required to produce a single gram of Spectrachrome dye.
- Every Spectrachrome dye has undergone more than 11,800 compatibility tests before it is used in any product.
- Each Spectrachrome molecule is designed to shift into a different range of visible spectrum when activated by UV light, hence the rainbow of colors.



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 11 dye-colors that we use in a variety of materials. Over the years, those same dye-colors have been combined to make 35 color formulations for use in all our unique product line up. Since 1994, we've added thousands of designs to our color-change repertoire.



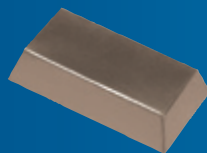
## SPEC·TRA·CHRŌME

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

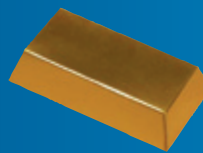
### Worth More Than Gold!

Del Sol's spectrachrome product, in its raw crystalline form, is worth more ounce for ounce than gold ... or even platinum!

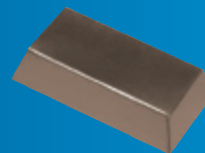
Precious metals spot prices as of February 1, 2010



Silver  
\$27.04/ounce



Gold  
\$1318.40/ounce



Platinum  
\$1780.60/ounce



Del Sol's most costly Spectrachrome dye  
\$2,799.32/ounce

## Community Involvement

### 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." Each year, throughout the world, whether it's in our stores directly or through our humanitarian efforts, Del Sol brightens millions of people's lives through its products and Del Sol experience.

**Giving Back Worldwide:** Giving Back Worldwidetime donations to Habitat for Humanity, Cheerful Givers, LDS Humanitarian Services, Buddy Cruises, American Lung Association, churches and schools in Costa Rica and Zimbabwe, and several elementary schools throughout the country.

**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.





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