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**LIFESHIRT RECEIVES RECOGNITION AS WORLD'S MOST COMFORTABLE
FLOTATION DEVICE MAKES INTERNATIONAL DEBUT**

*Lifeshirt's lightweight personal flotation system selected as a finalist for the
ISPO BRANDNEW sporting goods competition*

Orlando, FL USA (PRWeb) JANUARY 11, 2016 – Aegis Safety Products, a product development company in Orlando, Florida (USA), and its lightweight shirt-like evolution of the life jacket called the Lifeshirt®, has been selected as a finalist for ISPO BRANDNEW (Munich, Germany), the world's largest start-up competition in the sporting goods industry.

Lifeshirt was selected from nearly 400 innovative sports products submitted by young companies around the world. "We're extremely honored the jury selected Lifeshirt as a finalist, thereby acknowledging that safety should be a top concern in sportswear innovation," said Jimi Beach, Director of Development for Lifeshirt. "The positive feedback and endorsement for a 'more wearable' personal flotation device (PFD) has been overwhelming."

Lifeshirt's proprietary technologies and designs have been awarded international patents and a product line is currently undergoing ISO certification for the European market. In addition, Aegis Safety plans to launch a series of lightweight inflatable devices that will satisfy a new, lightweight North American life jacket design standard to be published in the near future. "People involved in water recreation are drowning at an unacceptable rate," stated Jim Emmons, Media Relations Director for Lifeshirt. "All statistics indicate that current life jackets are uncomfortable and bulky. We believe Lifeshirt is a device people will want to wear, and that's a first step in saving lives."

About AEGIS SAFETY PRODUCTS

Aegis Safety Products is a product development company based in Orlando, Florida. It is a collaborative formed by award winning industrial designers and lifelong entrepreneurs to solve life-threatening issues that affect global communities. The company's Be Safe® campaign for safety awareness serves as an inspirational mantra and a guiding principle for innovative product development. More information can be found at www.Lifeshirt.com.

About ISPO BRANDNEW

ISPO BRANDNEW is the world's largest start-up competition in the sporting goods industry, and coincides with the ISPO MUNICH trade show. The awards are focused on innovative products and the brands behind them. Each year the best applicants are selected by an international jury of experts.
www.brandnew.ispo.com

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