

Ironclad Performance Wear

Engages Three Part Advisors for Investor Relations Counsel

Dallas, Texas, March 22, 2017 /PRNewswire/ -- Ironclad Performance Wear Corporation (OTCQB:[ICPW](#)), the recognized leader in high-performance task-specific work gloves, today announced that it has retained Three Part Advisors, LLC, a rapidly-growing, full-service investor relations consulting firm.

Three Part Advisors will work to develop and execute a comprehensive, strategic investor relations program that focuses on educating investors and increasing exposure within the investment community. In addition to providing investor relations consulting services, Three Part Advisors also produces IDEAS Conferences, which are annual independent regional investor conferences that annually attract more than 200 quality presenting companies and more than 1,000 investors and analysts.

"We believe Three Part Advisors will be instrumental in proactively increasing awareness and educating investors about the significant opportunities that lie ahead for our Company," said Jeff Cordes, President and CEO of Ironclad. "We chose Three Part Advisors because they have an excellent reputation and a large and rapidly-expanding network of investors built through their many years of investor outreach and their IDEAS Investor Conferences."

"We are excited about the opportunity to work with Ironclad Performance Wear on its investor communications program," said David Mossberg, CEO of Three Part Advisors, LLC. "The Ironclad® brand is synonymous with high-performance workplace safety gloves. With the strength of its brand, its rapid pace of innovation, sourcing capabilities, and intellectual property in materials and design, the Company is well positioned to take market share and expand into adjacent categories. Combined with management's reputation as excellent operators, we believe the Company is well positioned to increase returns for its shareholders and is an attractive opportunity for new investors."

About Ironclad Performance Wear Corporation

Ironclad Performance Wear is a leader in high-performance task-specific work gloves. It created the performance work glove category in 1998, and continues to leverage its leadership position in the safety, construction and industrial markets through the design, development and distribution of specialized task-specific gloves for industries such as oil & gas extraction; automotive; and police, fire, first-responder and military. Ironclad engineers and manufactures its products with a focus on innovation, design, advanced material science and durability. Ironclad's gloves and apparel are available through industrial suppliers, hardware stores, home centers, lumber yards, and sporting goods retailers nationwide; and through authorized distributors in North America, Europe, Australia, Asia the Middle East and Africa.

Built Tough for the Industrial Athlete™

For more information on Ironclad, please visit the Company's Website at www.ironclad.com.

About Three Part Advisors, LLC

Three Part Advisors, LLC is a capital markets advisory firm that provides investor relations, independent research and corporate development consulting services. Through measurable and proactive investor relations and corporate development consulting services, the firm aims to help clients lower their cost of capital. Three Part Advisors, LLC also produces IDEAS Investor Conferences, which are independent regional investor conferences that annually attract more than 120 quality presenting companies and nearly 1,000 investors and analysts. More information is available at www.threepa.com.

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