



Ironclad Expands Warehouse and Fulfillment Functions

Company to benefit from greater efficiencies and enhanced customer service

LOS ANGELES, CA – July 9, 2007 – Ironclad Performance Wear Corporation (ICPW.OB), a leader in high-performance gloves and apparel, today announced that it has entered into an agreement to outsource its warehouse and fulfillment functions in order to increase operating efficiencies and accommodate future growth.

The Company has chosen AMS Fulfillment, Inc., which offers turnkey distribution services for retail, wholesale and Web-based client programs. Ironclad will be consolidating its inventory from two separate sites and moving it to AMS Fulfillment's facility located in the Los Angeles area. The move will take place this August and is timed to coincide with the receipt of Ironclad's first shipment of inventory of its new, expanded performance apparel line. AMS will perform all warehousing, assembly, packaging and fulfillment services for the Company. In addition, they will be assembling all of Ironclad's promotional displays that are shipped to the Company's retail partners. The current warehouse at Ironclad's headquarters in Los Angeles will be converted to additional workspace for new product development, marketing and a product showroom for on-site sales.

"Fulfillment is an integral part of our operations and the move to outsource this function to AMS Fulfillment will augment our infrastructure by providing scalable warehousing and improved vendor compliance," said Ed Jaeger, President and CEO of Ironclad. "As we transition from a glove manufacturer to a true apparel Brand, there is the potential to add another 7,000 to 10,000 retail locations to our distribution network. The expanded capabilities afforded by outsourcing will allow us to handle additional accounts, as well as strengthen our customer service as we move from 24-hour shipping to same-day shipping. Ultimately, outsourcing will free up more space for research and product testing, key elements of our competitive advantage, as well as for the future growth of our sales and marketing departments. This is an important strategic move for us as we continue to build our Company and secure larger accounts."

"Our entire team is extremely excited about Ironclad's decision to operationally align with AMS," said Jay Catlin, President and Managing Partner of AMS Fulfillment. "Ironclad's service needs fit in perfectly with our core competencies, including pick, pack and ship order fulfillment from a large mix of items, EDI order processing and routing compliance with large chain retailers, and complex floor display assembly projects. Our experience in business-to-business product fulfillment, along with our strategic commitment as a fulfillment company to remain a leader in this space, gives Ironclad a strong operational resource they can grow with and rely upon as their business evolves and expands."

About Ironclad Performance Wear Corporation

Ironclad, which created the performance work glove category in 1998, continues to lead the construction and industrial markets in innovation, technology, design, advanced material science and durability. Ironclad designs, manufactures and sells a comprehensive line of task-specific gloves and performance fabric apparel available at hardware stores, lumber yards, home centers, industrial suppliers, and sporting goods retailers throughout the United States, and in Australia, Canada, and Japan.

For more information on Ironclad, please visit www.ironclad.com.

About AMS Fulfillment

Based in the Los Angeles area, AMS Fulfillment offers turnkey distribution services for retail/wholesale and consumer-based client programs, including Electronic Order Processing, Routing Compliance/EDI, Internet/E-Commerce Services, Retail Product and Marketing Materials Fulfillment, High SKU Pick-Pack-Ship, Inventory Management, Complex Kitting and Assembly Services, Logistics/Transportation Management and Returns Processing Services. AMS is operated by a cohesive staff of fulfillment professionals who have experienced thousands of programs and managed thousands of clients in their collective histories. With this experience comes a proactive understanding of fulfillment operations, which is used every day to the ultimate benefit of their clients.

For more information on AMS, please visit www.amsfulfillment.com

Information about Forward-Looking Statements

This release contains "forward-looking statements" that include information relating to future events and future financial and operating performance. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which that performance or those results will be achieved. Forward-looking statements are based on information available at the time they are made and/or management's good faith belief as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause these differences include, but are not limited to: fluctuations in demand for Ironclad's products, the introduction of new products, Ironclad's ability to maintain customer and strategic business relationships, the impact of competitive products and pricing, growth in targeted markets, the adequacy of Ironclad's liquidity and financial strength to support its growth, and other information that may be detailed from time to time in Ironclad's filings with the United States Securities and Exchange Commission. For a more detailed description of the risk factors and uncertainties affecting Ironclad, please refer to Ironclad's recent Securities and Exchange filings, which are available at www.sec.gov. Ironclad undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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