



**NEW CAPS.
NEW COLORS.
NEW ATTITUDE.**

attitude 101
attitude 101
IT'S ALL IN YOUR HEAD

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attitude101.com



**WRAP YOUR HEAD
AROUND SOME BIG
TIME ATTITUDE
ADJUSTMENT FOR
2009.**

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Highest diversity of styles and colors, most creative decorating applications.
 Low minimums, affordable prices, quick turnaround.
 Select your style and graphics, we'll do the rest.

MAXIMUM ATTITUDE IS RED HOT!

THINK COLOR. THINK FAST. THINK OUTSIDE THE BOX.
 THEN PUT YOUR BRAIN IN NEUTRAL AND LEAVE THE DRIVING TO US.



BLAKE

DI-I 106C
 DI-I 107FE (side bill)

Cotton Plaid with Traditional Mesh Back Cap
 Plastic Adjustable Snap Closure



HENDERSON

Washed Cotton Twill with Traditional Mesh Back Cap
 Plastic Adjustable Snap Closure

DI-I 87CD
 DI-I 88Z (front bill)



Cotton Plaid with Washed Twill Back Cap
 Velcro Back Strap Closure



CHAZZ

DI-I 93C



ONE-TWO PUNCH

DI-I 99CD

Acid Washed Twill Cap
 Velcro Back Strap Closure



WATSON

DI-I 50C
 DI-I 51C (side bill)

Cotton Plaid Cap
 Velcro Back Strap Closure



MAXIMUM ATTITUDE



LUKE

DI-I 82CD

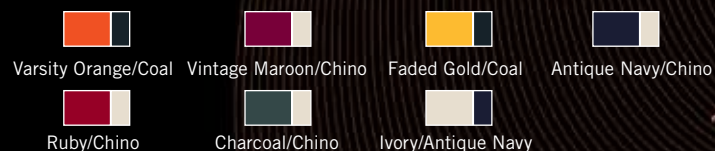
Micro-sanded Twill Cap
Velcro Back Strap Closure



GRINDSTONE

DI-I 90CD
DI-I 91CS (side)

Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



PINCH HIT

DI-I 100CD

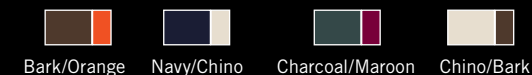
Brushed Cotton Canvas Cap
Velcro Back Strap Closure



SAWYER

DI-H 3C
I 1562LS (side)

Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



CUT & RUN

EDI-I-3

Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



HESTON

DI-I 66CD
I 1561CS (side)

Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



WONDER CAP

DI-I 101CD
DI I 102CS (side)

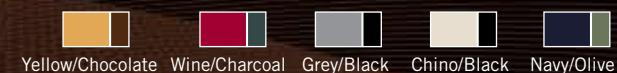
Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



VINCENT

DI-I 48C
I 1482CS (side)

Brushed Cotton Canvas Cap
Velcro Back Strap Closure



MARSHALL

DI-I 79CP
DI-I 80Z (Front bill)

Stretch Cotton/Lycra Twill Cap
Velcro Back Strap Closure



PIPE DREAM

DI-I 103C

Washed Cotton Twill Cap
Velcro Back Strap Closure



SONIC

DI-I 77CP
B 471CS (Front bill)
I 1522CS (side)

Washed Cotton Twill Cap
Velcro Back Strap Closure



RIDGE

DI-I 74CP
EDI 37FE (Front bill)
I 1564CS (side)

Washed Cotton Twill Cap
Velcro Back Strap Closure



MULLIGAN

DI-H 4CD

Washed Cotton Twill Cap
Velcro Back Strap Closure



DOOLIN

DI-I 35CD

Washed Cotton Twill with Sports Mesh Back Cap
Velcro Back Strap Closure



BANDIT

DI-I 71CD
I 1565CS (side)

Brushed Cotton Canvas Cap
Velcro Back Strap Closure



MAXIMUM ATTITUDE

WARP

Structured Heavy Canvas Cap
Velcro Back Strap Closure

DI-1 70CD
I 1519CS (side)



MAGNET

DI-1 24CP

Washed Cotton Twill Cap
Velcro Back Strap Closure



QUINTON

DI-1 53C
I 1566CS (side)

Washed Cotton Twill Cap
Velcro Back Strap Closure



BOSS MAN

CUSTOM

Washed Cotton Twill with Sandwich Bill Cap
Velcro Back Strap Closure



KINGSTON

DI-1 94C
I 1567CS (side bill)

Polyester Knit with Polyester Sandwich Mesh Back Cap
Velcro Back Strap Closure



SIDEKICK

I 1245C

Washed Cotton Twill Cap
Velcro Back Strap Closure



SHOGUN

DI-1 63CD

Bamboo Charcoal Cap
Velcro Back Strap Closure



HOT SHOT

I 751V

Washed Cotton Twill Cap
Velcro Back Strap Closure



MAXIMUM ATTITUDE

ROADTRIP

Stretch Cotton/Lycra Twill Cap
A-Flex Stretch Fit

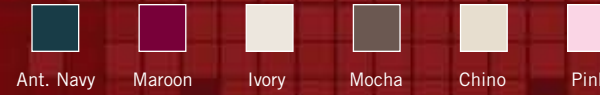
DI-I 21CD



AIRHEAD

Youth Washed Cotton Twill Cap
Velcro Back Strap Closure

B 351C



WALKABOUT

DI-I 36C

Stretch Cotton/Lycra Twill Cap
A-Flex Stretch Fit



All caps on this page feature stretch-fit comfort.



HEADCASE

Washed Cotton Twill Visor
Velcro Back Strap Closure

I 672V



CHIEF

DI-I 69CP

Polyester Dry Knit with Sports Mesh Back Cap
A-Flex Stretch Fit



HEADLINE

DI-B 3CP

I 1517CS (side bill)

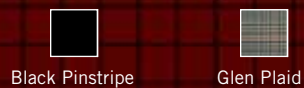
Washed Cotton Twill Cap
Velcro Back Strap Closure



PINSTRIPED

EDI-I-18CD

Polyester with Sports Mesh Back Cap
A-Flex Stretch Fit



TOUCHDOWN

DI-I 17C

DI-I 18LE (side bill)

Washed Cotton Twill Visor
Velcro Back Strap Closure



MAXIMUM ATTITUDE

COLBIE

DI-I 60C

Ladies Cotton Plaid with Traditional Mesh Back Cap
Plastic Adjustable Snap Closure



Ice Blue Green Madras Tartan Red Patriot Tumbleweed Navy



MIRANDA

DI-I 61C

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



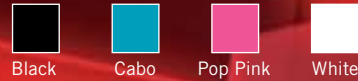
White/Pink Pink/White White/Malibu Black/White



POWERSHADE

WI 491CZ

Ladies Washed Cotton Twill Cap
Velcro Back Strap Closure



Black Cabo Pop Pink White



WEAR & TEAR

DI-I 105CD

Ladies Distressed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



Chocolate/White/Malibu Pink/Pink/Wine White/White/Pink



EQUALIZER

WI 823C

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



Fiesta Palm Ocean White



TREE HUGGER

DI-L 3C

I 1484CS (side)

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



Antique Navy/White White/Driftwood Mocha/White



TOMMY

EDI-L 2CZ

Ladies Distressed Cotton Twill Cap
Velcro Back Strap Closure



White Pink Antique Navy Glacier Mocha



MR. BEAN

DI-I 104CP

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



Black Glacier Mocha Fiesta



Malibu Palm Pink White



MAXIMUM ATTITUDE

Quickest offshore program. Choose from select styles and colors with Direct Import graphics at very low minimums. Pricing includes multiple location embroidery. Ready to ship within just a few weeks of approval.

MAXIMUM ATTITUDE EXPRESS ALL SYSTEMS GO!

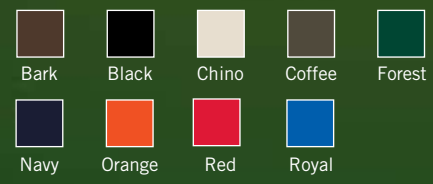
What are you waiting for? Put the pedal to the metal and accelerate your Attitude to warp speed.

ROADTRIP

B 444C



Stretch Cotton/Lycra Twill Cap
A-Flex Stretch Fit



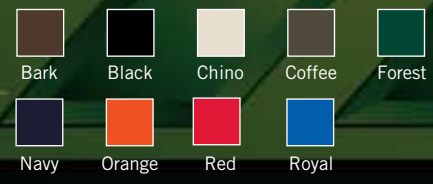
All caps on this page feature stretch-fit comfort.

WALKABOUT

DI-1 2C



Stretch Cotton/Lycra Twill Cap
A-Flex Stretch Fit



MAXIMUM ATTITUDE EXPRESS

AIRHEAD

Ladies Washed Cotton Twill Cap | 563C
Velcro Back Strap Closure



MAGNET

DI-B 1CP Washed Cotton Twill Cap
Velcro Back Strap Closure



TREE HUGGER

H 729C Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



HOT SHOT

Washed Cotton Twill Cap | 1331C
Velcro Back Strap Closure



HEADCASE

Washed Cotton Twill Visor | 672V
Velcro Back Strap Closure



BOSS MAN

CUSTOM Washed Cotton Twill Cap with Sandwich Bill
Velcro Back Strap Closure



EQUALIZER

WI 506C Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure

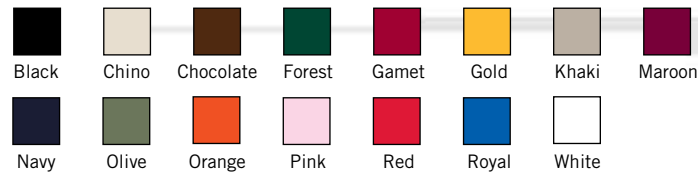


HESTON

I 1490C Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



AVAILABLE COLORS FOR THESE STYLES ABOVE



MAXIMUM ATTITUDE EXPRESS



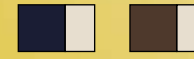
Your customers turned these best-sellers Solid Gold. Now they're back for a return engagement, to standing ovations. Check out these chart-toppers.

Our stock program provides the quickest turnaround and lowest minimums. Order as few as 48 pieces by graphic and 12 per style/color.

ROADTRIP

I 1489C
C 308CS (side)

Stretch Cotton/Lycra Twill Cap
A-Flex Stretch Fit



Navy/Chino Bark/Chino



WALKABOUT

I 1491C
I 1492CS (side)

Stretch Cotton/Lycra Twill Cap
A-Flex Stretch Fit



Chino Bark Navy



DOOLIN

I 1493C

Washed Cotton Twill with Sports Mesh Back Cap
Velcro Back Strap Closure



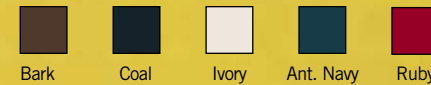
White/Black Black/White



HESTON

I 1497C
I 1498CS (side)

Distressed Washed Cotton Twill Cap
Velcro Back Strap Closure



Bark Coal Ivory Ant. Navy Ruby



WEAR & TEAR

WI 829C
WI 830CS (side)

Ladies Distressed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



Pink/Pink/Wine



White/White/Pink



MAGNET

I 1494C
I 1495CSL (side)

Washed Cotton Twill Cap
Velcro Back Strap Closure



ATTITUDE 101® STOCK

RECRUIT

I 1066CZ

Washed Cotton Twill with Mesh Back Cap
Velcro Back Strap Closure



TREE HUGGER

WI 827C
WI 828CS (side)

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



BOSSMAN

I 1499C
I 1500CSL (side)

Washed Cotton Twill with Sandwich Cap
Velcro Back Strap Closure



EQUALIZER

WI 821C
WI 822CS (side)

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



HEADCASE

I 1496V

Washed Cotton Twill Cap
Velcro Back Strap Closure



MR. BEAN

WI 825C

Ladies Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



AIRHEAD

I 1549C

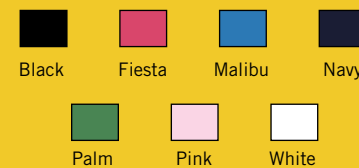
Youth Washed Cotton Twill Cap
Velcro Back Strap Closure



POWERSHADE

WI 833V

Ladies Washed Cotton Twill Visor
Velcro Back Strap Sample



ATTITUDE 101® STOCK

Ladies' Washed Cotton Twill Cap
Self Fabric Back Strap with
Buckle Closure

EQUALIZER

WL 110C



Ladies' Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure

BILLBOARD

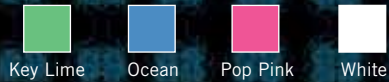
WI 440C



PREPSTER

WL 107C

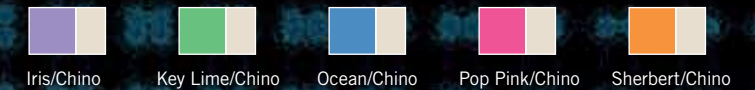
Ladies' 100% Cotton Pique Cap
Self Fabric Back Strap with Stamped Icon Buckle Closure



FLOWER POWER

WI 321C

Ladies' Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



BLUE CHIP BARGAINS

GO FOR THE BLUE TO GETCHA SOME GREEN. THESE LOVELY LIDS ARE EASY ON THE EYES AND FRIENDLY TO THE POCKETBOOK.

Stock headwear at exceptional prices. Buy as few as 48 pieces by graphic and 12 per style/color. Simply select your style, color and domestic graphic options, and receive your order within a matter of weeks.

LITTLE WOMAN

I 179C

Ladies' Washed Cotton Twill Cap
Self Fabric Back Strap with Buckle Closure



Ladies' Washed Cotton Twill Cap
Self Fabric Back Closure with Stamped Icon Buckle



DIVA

WI 347C



CHARTER

I 179C

Mens' Lightweight Cotton-Nylon Water Resistant Cap
Velcro Back Strap Closure



REAL THING

WI 347C

Mens' Lightweight Cotton-Nylon Water Resistant Cap
Adjustable Lanyard with Clasp Closure



FLOWER POWER VISOR

Ladies Washed Cotton Twill Visor
Velcro Back Strap Closure

WI 323C



HOT HEAD

EDI-I-17CD

100% Polyester Knit Cap



POWERSHADE

Ladies' Washed Cotton Twill Visor
Velcro Back Strap Closure

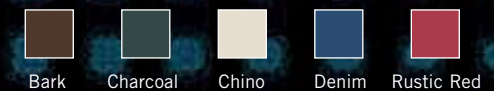
WI 501V



WONDER CAP

EDI-I-17CD

Mens' Washed Cotton Twill Cap
Velcro Back Strap Closure





HIGHER EDUCATION

Caps throughout the catalog are available for our College Licensed Program. TOO COOL FOR SCHOOL!

ATTITUDES

gifts with Attitude



A nifty assortment of accessories and gifts with attitude.

Since 1969, our company has been supplying cool gift items that are above the ordinary. From keychains to magnets, patches to pens, glassware to decals and more, we've got the unique products that give your customers an attitude adjustment and help them remember the good times. Only your Attitude 101 sales agent has all the information you'll need. Or you can just contact us at sales@attitude101.com We'll help you get the ball rolling.