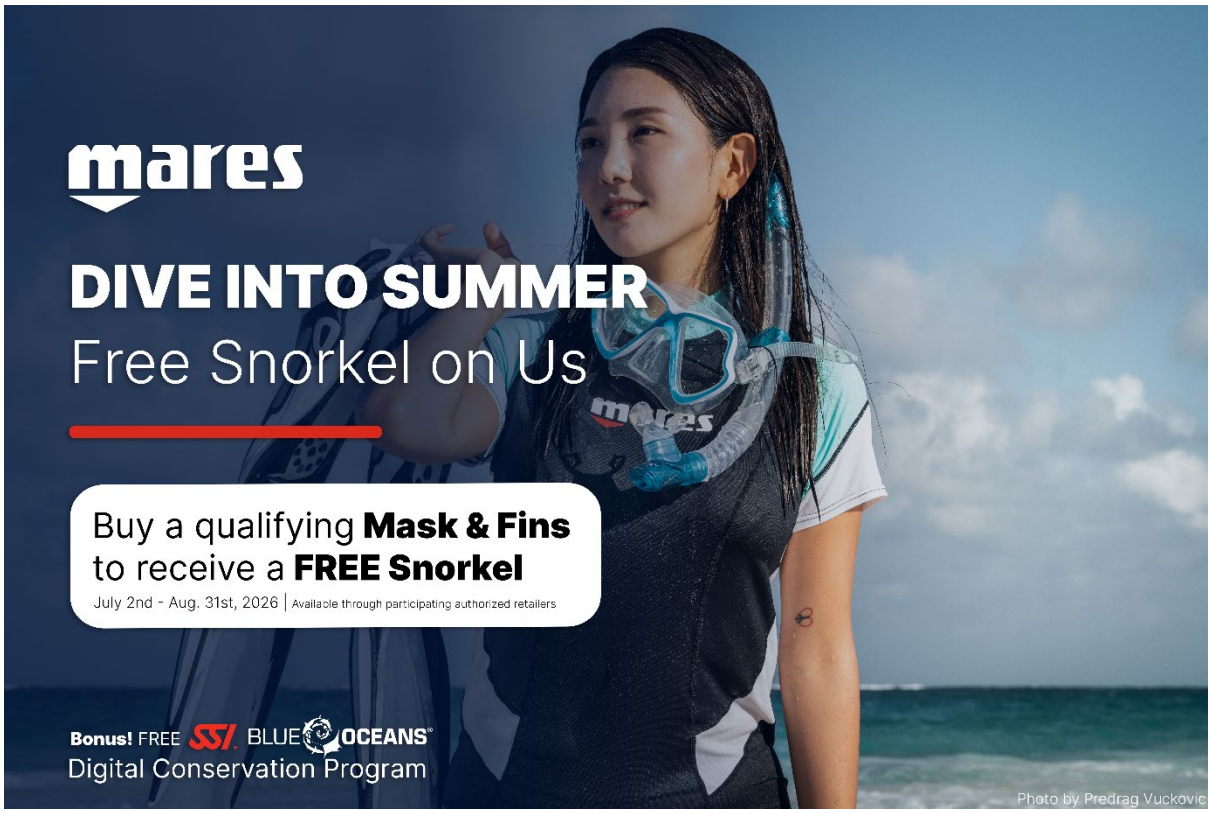
FOR IMMEDIATE RELEASE

Mares Launches “Dive Into Summer: Free Snorkel on Us” Consumer Promotion

Customers who purchase a qualifying Mares mask and Mares fins at participating authorized retailers receive a free Mares snorkel, plus access to the SSI Blue Oceans Digital Conservation Program.



Delray Beach, FL — 7/20/2026— Mares is helping divers and snorkelers gear up for summer with the launch of its “Dive Into Summer: Free Snorkel on Us” consumer promotion, available July 2 through August 31, 2026, at participating authorized Mares retailers in the United States, Canada, and Caribbean.

During the promotion, customers who purchase one eligible Mares mask and one eligible pair of Mares fins from the same participating retailer will receive one free qualifying Mares snorkel. Free snorkel selection may vary by retailer and is subject to available in-stock inventory.

As an added bonus, customers are also eligible to redeem a free SSI Blue Oceans Digital Conservation Program with purchase. A free MySSI account is required.

This promotion is available exclusively through participating authorized Mares retailers and is not valid on Mares.com or third-party marketplace sites, including Amazon, Walmart Marketplace, eBay, or similar platforms.

“Local dive retailers play an essential role in the scuba and snorkeling community,” said Megan Ehrenberg, North American Marketing Manager at HEAD Watersports. “They help customers choose the right gear, provide expert product knowledge, support training, and keep people connected to the sport. This promotion is one way

HEAD Watersports is supporting brick-and-mortar retailers by helping increase sell-through and encouraging more customers to walk through their doors."

Eligible products are limited to approved Mares masks, fins, and snorkels. Limit one free snorkel per qualifying Mares mask and fin purchase. Promotional purchases are not eligible for returns or exchanges. Standard product warranty applies.

Customers interested in taking advantage of the offer should visit their local participating authorized Mares retailer for full details, product availability, and qualifying product selection. To find a nearby retailer, visit https://www.mares.com/en_US/partner-locator/

About HEAD Watersports
HEAD Watersports brings together a portfolio of trusted brands dedicated to supporting life in and around the water. Through brands including Aqualung, Mares, SSI, and others, HEAD Watersports provides innovative equipment, training, and resources for divers, swimmers, and water sports enthusiasts around the world.