



## 01 | Greetings

A letter from COO Greg Roda

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Hi Folks,

This spring, Outlast Technologies was acquired by Golden Equity Investments, (GEI), a Colorado private equity firm that invests in operating businesses. This acquisition will enhance our already robust supply chain, allowing us to maintain our position as an industry leader in phase-change technology.

Customers and partners worldwide will benefit from the acquisition, and they can expect to receive the same level of service and quality products to which they have become accustomed. The Outlast workforce and leadership teams will remain in place and all of Outlast's sales, distribution and licensing operations worldwide will continue with business as usual. Outlast operations in North America, Europe and Asia will remain unchanged.

That being said, it's my pleasure to share with you the appointment of Michael Coors as Chief Executive Officer of Outlast Technologies. Michael joins Outlast after championing its acquisition by GEI earlier this year. Prior to joining Outlast, he worked as a manager at 9th Street Investments, a venture capital fund focused on advanced materials, as well as in management roles of two start-ups: one in the advanced materials space and one in the ski industry. A native of Colorado, Michael graduated from Colorado School of Mines with a Bachelor's degree in Mechanical Engineering.

We're very pleased to welcome him onboard. His entrepreneurial spirit and technical background in engineering will complement the skilled team we have in place. Together, the two of us will continue to focus on expanding our current portfolio of products and value-add to partners, while forging new relationships to bring to market more products with Outlast® technology.

Regards,

A handwritten signature in black ink that reads "Greg Roda".

Greg Roda  
COO, Outlast Technologies LLC

Hello,

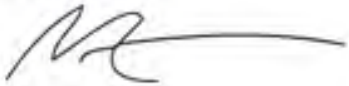
I would like to take this opportunity to express my gratitude for being a part of this robust and innovative company. The strong partnerships that we've established coupled with a focused strategy and enhanced stability, positively positions the company to expand the utilization and promotion of Outlast® technology.

The first half of the year has brought an increased focused on enhancing our partner and sales support. These efforts have proven successful as we recognize an increase in marketing and promotion of products using Outlast® technology. In North America, Sealy's launch of their new Optimum mattress line speaks to brands' acknowledgment of the value-add Outlast® technology provides and how effectively marketing and promoting the technology can lead to a successful sell-through. In Asia, longtime footwear partner, Prospects, has signed acclaimed figure skater and 2012 Olympic champion in ladies' singles, Kim Yu Na. She will serve as Prospects' official spokesperson to specifically promote its Outlast® line of walking shoes.

In addition to our work with Prospects, the footwear segment continues to be a strong market for Outlast across all regions. From current customers expanding product lines, like Lake Cycling, to the launch of a new children's line from French shoe maker GBB, the benefit of Outlast® technology in footwear continues to be recognized and utilized. Our strategy to enter new product segments came to fruition with the launch of Vanity Fair's new shapewear line for women. This partnership demonstrates how the comfort benefits of Outlast® technology can enhance a variety of products.

As always, we'd like to give a special thanks to our valued partners and everyone involved in Outlast and its achievements. I look forward to working with all of you moving forward.

Regards,



Michael Coors  
CEO, Outlast Technologies LLC

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### **Outlast and GBB Partner for Children's Shoes that Combine Fashion with Technical Finesse**

Outlast Europe and French shoe manufacturer GBB, a leader in high quality children's shoes since 1947, have partnered to bring to market 40 new styles of children's shoes with Outlast® technology, available this Fall. The reaction to the children's shoes at trade shows has been extremely positive.

“We think it is very important to offer our customers fashionable products at the highest technical level to provide more function and improved comfort to kids' feet,” said Roger-Pierre Lancelot, commercial and marketing manager of GBB SAS, Beaupréau/France. “Now our shoes will not only be fashionable, but also high-tech, offering kids the best comfort possible.”

Like adults, children experience temperature changes throughout the day, whether it's playing outside or resting inside. Their little feet can overheat and chill easily. Outlast® materials inside the GBB shoes will help to absorb excess heat, store it and release it when needed.

For more information, visit: [www.gbb.fr/en/home](http://www.gbb.fr/en/home)



### **Outlast Technologies Continues Partnership with Lake® Cycling for New CX331 Road Shoe**

Outlast's long standing partnership with Lake® Cycling continues with the LAKE CX331 road shoe featuring Outlast® materials in the tongue and heel. The Outlast® technology in the shoe will proactively respond to changes in foot temperature to help mitigate moisture—before it begins—for increased breathability and sweat reduction. This improved comfort allows cyclists to stay focused on their ride, not on their feet.

“We've continued to partner with Outlast because we know the technology is an effective moisture management solution and want to offer our customers the benefits that come from utilizing Outlast® materials,” said Patrick van der Heijden, brand manager, Lake Cycling.

The LAKE CX331 is available for both men and women (CX331W) in white/silver or white/red. For additional information and details on where to purchase the LAKE CX331, visit: [www.lakecycling.com](http://www.lakecycling.com)



## Product Spotlight

### Sealy Introduces Optimum Line for Optimal Sleep

Sealy®, Inc., long-time Outlast® partner and North America's top mattress brand, introduced its new line of specialty gel mattresses with Outlast® technology. Optimum™ by Sealy Posturepedic features OptiCool™ gel memory foam fused with Outlast® material.

“Our new gel line offers a new kind of mattress that works with your body to create an optimal sleeping temperature, drawing excess heat away from your body for deeper, more restful sleep,” said Jodi Allen, chief marketing officer, Sealy.

Sealy has long recognized the value-add Outlast® technology provides. The company has fully embraced marketing and promoting this new line designed to deliver comfort and support for the best sleep experience possible. Working closely with the Outlast marketing team, Sealy is developing a variety of demo and POS items to be used at retail. By utilizing the knowledge and expertise of the Outlast team, Sealy will be armed to successfully communicate how Outlast® technology enhances the Optimum line in their own POS and retail training for increased sell-through.

For more information, visit:

[www.sealy.com/Mattress-Brands/Optimum.aspx](http://www.sealy.com/Mattress-Brands/Optimum.aspx)



### VANITY FAIR® Shapewear Features Outlast® Technology as a Proactive Comfort Solution

Just in time for the summer wedding season, Outlast and Vanity Fair Brands, LP have partnered to introduce a new line of VANITY FAIR® women's shapewear with Outlast® technology. The VANITY FAIR® Self Control Shapewear includes a camisole, torsette, brief and long leg brief.

The shapewear with Outlast® technology interacts with the microclimate next to the skin, buffering changes in temperature and humidity for increased comfort. It also features breathable inserts that allow for airflow, while slimming and defining the stomach, waist and back to provide a seamless fit with no visible lines under clothes.

“Our goal is to offer products for women that deliver a superior fit and provide support through styles that are beautiful, elegant and timeless,” said Lis Cravens, marketing vice president, Vanity Fair Brands. “Using Outlast® technology in our shapewear is an innovative way to offer women beautiful shapewear that is also comfortable.”



For more information and to locate a retailer, visit:

[www.vanityfairlingerie.com](http://www.vanityfairlingerie.com)

### **Outlast Reinforces European Business with New Sales Director**

Outlast Europe has enhanced its sales efforts with the addition of Dirk Keunen who will serve as the director of sales. In this role, Keunen will be responsible for growing the European business by expanding partnerships and adding licensees.

Belgium-born Keunen joins the team from Nano-Tex, bringing 27 years of experience in European sales of technical and high performance materials. At Nano-Tex, he served as the Senior VP Sales Europe & Asia for six years. Previously, he served as the European sales director for active and performance wear with Burlington Industries Worldwide and also held positions with the Dutch company, Ten Cate and Klopman International in Italy.

Keunen's addition to the Outlast team will support the increased demand for Outlast® technology in the performance wear sector.



### **Acclaimed South Korean Figure Skater Kim Yu Na Promotes PROSPECS with Outlast® Technology**

Outlast Asia partner PROSPECS has signed acclaimed figure skater Kim Yu Na as the brand's spokeswoman. Yu Na will actively promote PROSPECS' collection of walking shoes with Outlast® technology—the W Power 502.

Designed to enhance walking-based exercise, PROSPECS' walking shoes bring added comfort via Outlast® moisture management technology, and support through its Move Frame Technology. Constant movement in a closed environment typically generates extra heat and moisture, which can lead to blistering and odor. In fact, footwear products with Outlast® technology can reduce perspiration by as much as 44 percent to help feet stay drier.

Kim Yu Na is the 2012 Olympic champion in ladies' singles, the 2009 World champion and has also received numerous other accolades for figure skating. As the company's official spokeswoman, Kim Yu Na is expected to attract a broad audience to encourage more people to enjoy the benefits of an active and healthy lifestyle through the sport of walking.



For more information, please visit:  
[www.prospecs.com/main/main.asp](http://www.prospecs.com/main/main.asp)



### **Outdoor Retailer- Summer Market**

August 2-5, 2012

Salt Lake City, UT

For more information, please visit:

[www.outdoorretailer.com/summer-market/](http://www.outdoorretailer.com/summer-market/)

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