



Fall 2011 Newsletter



01 | Greetings

A letter from CEO Greg Roda

Hi Folks,

The fall has been a busy time at Outlast and the team is firing on all cylinders. In coordination with our global supply chain partners, we are working to enhance the offerings of Outlast® materials to allow for continued expansion into new and existing markets.

The stories featured in the Partner News section focus on brands that are extending their use of Outlast® materials. Brands such as Jockey, PROSPECS and Baltes are incorporating Outlast® materials into new and existing product lines. I am pleased by these developments as they demonstrate the success our customers are having with the temperature regulating benefit of Outlast® technology in their product lines. To learn more about these new products please see the Partner News section below.

I would also like to call attention to the new design of our website. A key objective during development of the site was to ensure we provide a global platform to support our partners. I believe you will find that the expansion of language options and improved Partner Support section demonstrate that we achieved our objective. Please visit outlast.com to experience everything the updated site has to offer.

As we wrap up a strong 2011, we are looking forward to further product developments and growth in 2012. As always, a special thanks to our valued partners who contribute to the success of Outlast.



Regards,

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

Greg Roda
CEO Outlast Technologies, Inc.

Jockey Extends Product Line with Smart Thermals

Building off of the continued success of its partnership with Outlast, Jockey expands its product line to offer Smart Thermals with Outlast® technology.

Jockey originally partnered with Outlast to develop men's and women's underwear and tees, becoming the first major brand in the U.S. to do a dual launch of a men's and women's line with Outlast® technology. Jockey didn't simply incorporate Outlast® technology—the company embraced it—leveraging the benefits of the technology as well as the knowledge and expertise of Outlast to achieve and maintain a successful product launch.

As a testament to the success of the program, Jockey has expanded its use of Outlast® technology into the Smart Thermals product line. Women's tops and bottoms will retail for \$38.00 and men's tops and bottoms will retail for \$48.00.

For more information, please visit www.jockey.com



PROSPECS Enters UK Market

This past August, PROSPECS, the sports lifestyle brand of LS Networks, Korea, introduced its dedicated walking shoe line—PROSPECS W—at the Korean Brands Exhibition, Harrods, London.

Designed for the unique stresses and impact of walking, the PROSPECS W line departs from standard running shoes to enhance walking-based exercise and bring added comfort and support through its Move Frame Technology. The shoe features special cushioning on the sole, a waterproof fabric and Outlast® materials to offer comfort by managing heat and moisture.

“By showcasing our dedicated walking shoe brand, PROSPECS W, in the UK, we hope to encourage more people to enjoy the benefits of an active and healthy lifestyle through sport walking,” said Kwang-Yun Kim Executive Vice President of PROSPECS, LS Networks Co, Ltd.

For more information, please visit www.prospecs.com/prospecsw



Itochu Outlast® Fair

Itochu Corporation has brought back the Itochu Outlast® Fair, held October 26-November 1 in Osaka and Tokyo, two of Japan's major cities. The fair featured golf apparel made with Outlast® materials including outerwear, innerwear, socks and gloves. Itochu collaborated with Le Coq Sportif on a limited edition windbreaker and liner with Outlast® technology. This was a popular product at the fair because it increases comfort on the golf course by managing temperature swings. The windbreaker and liner, priced at \$190.00, had limited production and only 120 sets were available at the fair.

For more information, please visit www.itochu.co.jp/en/



Product Spotlight

BALTES Launches Trekking Boots with Outlast® Technology

BALTES, a German company founded in 1872 and known for its high quality workwear shoes, recently announced a new trekking shoe with an Outlast® lining. The introduction of the trekking shoe marks BALTES' first foray into the outdoor retail market.

BALTES' innovative trekking shoe utilizes the BOS system which combines a temperature regulating Outlast® lining and a waterproof membrane. "With the trekking shoe, we have achieved a perfect individual fit and a perfect comfort," says Walter Baltes, Managing Director of BALTES Schuhtechnik und Arbeitsschutzprodukte GmbH, Heinsberg/Germany.

Since 2005 BALTES has been enhancing its product line with Outlast® materials. They are also one of the few remaining German shoe manufacturers that actually produces its shoes and boots in Germany.

For more information, please visit www.baltes-schuh.de



New Outlast Website

Outlast's newly relaunched website offers enhanced service and user experience.

The new site features an improved Partner Support section designed to better serve Outlast licensees and brand partners worldwide. To further appeal to Outlast's global customers, the site now features additional language capabilities. The website addresses some of the most commonly asked questions in seven languages (English, German, French, Spanish, Italian, Portuguese and Chinese), such as how the phase-change technology works, which advantages it offers, which applications are available to incorporate Outlast® technology into textiles and which end uses are best suited for the technology.

The website also offers the possibility to participate in online training complete with questions, feedback and tips for selling.

For more information, please visit www.outlast.com



Outlast North America Launches Social Media Campaigns

Outlast North America has increased its online presence through Facebook and Twitter to increase consumer awareness of Outlast® technology and show continuous support for partners and licensees. Social media activities revolve around campaign themes to support Outlast's various North American partners and industries.

The first campaign supported National Dog Week in September and focused on pet products with Outlast® technology such as pet beds, crate pads and dog wraps. The second campaign encouraged followers to "Fall Into Bed" with Outlast, in which partners' products were featured, such as Select Comfort's In Balance line, along with sleep tips for consumers. The next campaign launched on October 31, focusing on winter sports to support partners such as Wigwam, Jockey, Vans, Nike and DC snowboard boots. A holiday gift guide campaign will follow, launching on November 21 prior to Black Friday.

Results of the social media campaigns have showed successful increases in the number of followers on Facebook and Twitter and interactions among Outlast's existing fan base.



heimtextil

Heimtextil

11 to 14 January 2012
Hall 8.0, Stand C 66.
Frankfurt, Germany

For more information, please visit
www.heimtextil.messefrankfurt.com/

OutdoorRetailer WINTER MARKET

Outdoor Retailer Winter Market

January 19-22
Booth: To be announced
Salt Lake City, Utah

For more information, please visit
www.outdoorretailer.com/winter-market/

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