



Greetings

A letter from CEO Greg Roda

Hi Folks,

With the support of Outlast's brand partners and suppliers, 2010 has been a strong year for the company. In celebrating our 20th Anniversary we have continued with new product innovations and unique marketing efforts, thus bringing the benefits of temperature regulation and heat management to consumers.

As evidenced by the breadth of the stories featured in the Product Spotlight section of this newsletter, Outlast has put a great deal of effort into expanding the use of our technology into new markets including child seats and pet beds. We have also begun supplying garments directly to OEL Structurewear for distribution to the industrial apparel market in North America.

New for 2010 was the launch of the Outlast Elearning online training tool. We have had excellent participation around the world in training customers and suppliers regarding the benefits of Outlast® technology. Please see the Marketing News section for the winners of the Elearning contest.

Outlast has been hard at work innovating our technology for new applications. One area where this work has come to fruition is the development of Outlast® polyester staple fiber with temperature regulating characteristics. We are excited to introduce this new Outlast® fiber at the upcoming Winter OR and ispo shows.

We are very proud of our achievements in 2010 and we look forward to further success in 2011. Thanks again to all of our valued partners and those individuals dedicated to helping Outlast grow.

Regards,



Greg Roda

Greg Roda
CEO Outlast Technologies, Inc

OEL Launches Utility Base Layers; Outlast Makes First Foray into Product Development

New licensee OEL Worldwide Industries is launching Structurewear—an all-purpose line of base layers featuring Outlast® heat management technology. Delivering superior comfort and performance, OEL Structurewear is designed to be worn under any work uniform, sports clothing, outdoor wear or business attire. The base layers offer triple the benefits: heat, odor and moisture management—heat and moisture management from Outlast® technology and odor management from antimicrobial technologies built into the fabric.

Outlast is producing the base layers designed by OEL—a first for the company. This partnership is part of a new business strategy to better optimize Outlast's supply chain by going downstream with product development.

For more information, please visit: oelstructurewear.com



Product Spotlight

Etonic Launches its First Golf Shoe with Outlast® Technology

Etonic, a new Outlast® licensee, is launching its first-ever golf shoe lined with Outlast® technology. Etonic has incorporated Outlast® technology in the lining of the 2011 Stabilizer golf shoe to manage heat build up, offering the golfer more comfort. Within the shoe, Outlast® technology reduces heat and moisture by as much as 44%. Look for more collaboration with Etonic in 2011!



For more information, please visit: etonic.com

Snoozer Pet Products Introduces New Heat Management Pet Beds

The specialty pet product market provides a new avenue for Outlast® technology. Snoozer, another new Outlast® licensee, recently unveiled two innovative products containing Outlast® technology—the Premium Pet Sleep System and the Super-Comfort Pet Pad Travel System. Snoozer's two new, one-of-a-kind pet products are designed to maximize pet comfort—and owner satisfaction—by managing support, heat, moisture and odors for sleeping and/or traveling pets.



For more information, please visit: snoozerpetsproducts.com

Britax Römer and Outlast Present New Development in Child Safety Seats

Market leader Britax Römer is launching an innovative car seat cover using Outlast® technology to control temperature inside child safety seats. Britax Römer, the first European company to use phase change material technology in the child safety seat industry, developed a “Keep Cool” car seat cover that can absorb, store and release excess heat.

For more information, please visit: britax.co.uk



Japanese Mountaineer Climbs Mt. Everest Wearing Outlast® Base Layers

Japanese mountaineer Nobukazu Kuriki chose Itochu base layers featuring Outlast® technology for his recent Mt. Everest expedition. Kuriki climbed Everest solo and without an oxygen tank. Outlast Asia leveraged the excitement surrounding the climb by developing a website where reports of Kuriki's experience with the products were posted. The website, as well as Twitter, were used to attract awareness to the brand and stimulate online sales. At the base camp, Kuriki wore Itochu base layers during all video broadcasts. The videos and online activities were available for attendees to see and interact with at the recent Outlast Asia Fair.

For more information, please visit: outlast-japan.com/kuriki2010



Outlast Develops First Heat Management Polyester Fiber

After extensive R&D, Outlast has succeeded in creating the first-ever heat management polyester fiber. By popular demand, Outlast® technology is now available in polyester fibers extending the range of applications and markets in which the technology can be used. Outlast® polyester features the unique added value of heat management with the same characteristics of other polyester fibers: low moisture absorption, ability to transport moisture, improved wrinkle resistance, water and wind resistance as well as high tearing and abrasion resistance.



Outlast® polyester is perfectly suited for functional apparel and other applications worn next to skin including t-shirts, socks and underwear—all offering superior comfort. Staple fibers of Outlast® polyester will debut at the 2011 Winter OR and ispo trade shows.

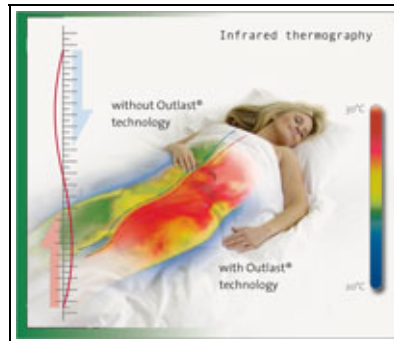
Elearning Training Program Winners Announced

Thanks to everyone who completed the Outlast Elearning program. This interactive multi-language tool, accessible through outlast.com, educates manufactures as well as retailers about Outlast® technology. After completion of the training program, users had the opportunity to win great prizes by participating in a quiz to test their newly acquired knowledge. Congratulations to Paul Mitchell from Minnesota, USA, and Sandra Schmidt of Rheda-Wiedenbrück, Germany. These individuals are the first place winners in the Elearning contest and have won an indoor skydiving experience.



Outlast Debuts Infrared Testing Station at Heimtextil 2011

At the upcoming Heimtextil trade show, visitors to the Outlast booth will be able to visualize the Outlast® difference through infrared photography. Show participants will be invited to place their hands on two different test fabrics, one with Outlast® technology and one without. A thermal image camera will photograph the fabrics showing the difference between the two and thus demonstrating how Outlast® technology manages heat to provide optimal comfort. Visit the Outlast booth at Heimtextil, Hall 8.0, Stand C 66.



Outlast Asia Fair Hosted Famous Japanese Mountaineer Nobukazu Kuriki

Outlast Asia recently held a fair at Odakyu Hulk in Tokyo and Hankyu Ings in Osaka. The fair, held simultaneously in these two large cities, showcased Itochu base layers featuring Outlast® technology worn by Nobukazu Kuriki during his recent Mt. Everest climb. Kuriki attended the fair to discuss the base layers and his experience with them, emphasizing the benefits.



OutdoorRetailer WINTER MARKET

January 20-23, 2011
Salt Lake City, Utah



February 6-9, 2011
Munich, Germany

techtexsil

May 24-26, 2011
Frankfurt, Germany

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