



NEWS RELEASE

Michael Coors Joins Outlast Technologies as CEO

June 5, 2012 - Boulder, CO - Outlast Technologies, the leader in proactive heat and moisture management technology, today announced the appointment of Michael Coors as Chief Executive Officer.

Michael Coors joins Outlast after championing its acquisition by Golden Equity Investments (GEI) earlier this year. Prior to joining Outlast, Coors 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. Coors graduated from Colorado School of Mines with a Bachelor's degree in Mechanical Engineering.

Greg Roda will continue to manage day-to-day operations, supply chain and business partnerships as Chief Operating Officer. "We're very pleased to welcome Michael onboard," said Roda. "His entrepreneurial spirit and technical background in engineering will complement the skilled team we have in place."

With Coors as CEO, Outlast will continue to focus on expanding its current portfolio of products and value-add to partners, while forging new relationships to bring to market more products with Outlast® technology.

"Outlast is a trusted, quality brand with a technology that brings a significant benefit to end-products and consumers," said Coors. "I'm very pleased to be joining a team that has done an excellent job at developing and marketing phase change materials (PCMs) for consumer use. Outlast has come a long way since its early days as a space-age technology for NASA, and I look forward to helping them continue their mission."

In March, Outlast was acquired by Golden Equity Investments (GEI), a private equity firm based in Golden, Colorado, that seeks to make controlled investments in growing

companies across a variety of consumer and industrial markets.

ABOUT OUTLAST TECHNOLOGIES LLC

Outlast Technologies LLC is a privately held U.S. corporation and the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables materials to absorb, store and release heat. Outlast® technology pro-actively responds to changes in skin temperature to manage heat and reduce moisture for everyday comfort. For over 20 years, Outlast has been committed to the development of new fibers, fabrics and coatings incorporating phase change materials, expanding the use of Outlast® technology across more than 200 brands and a multitude of products in apparel, footwear, bedding, packaging and labels and accessories. For more information, please visit www.outlast.com. Like us at facebook.com/OutlastTech and follow us at Twitter.com/OutlastTech.

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