

Outlast Technologies Partners with Yamaha Motor Canada

Winter Riding Gear Features Proactive Moisture Management Benefits of Outlast® Technology

September 6, 2012 - Boulder, CO. - Outlast Technologies, leader in heat and moisture management, expands its presence in the North American market via a partnership with Yamaha Motor Canada to bring winter riding gear and an all-weather jacket to market for the 2012/2013 season. New products feature six different lines including the Yamaha X-Country, Yamaha Revi Mountain, SnoForce X-Country, SnoForce Revi Mountain, Yamaha Regulator and TRIC Regulator styles.

“Our partnership with Yamaha is indicative of the versatile functionality of our technology from everyday wear to performance products,” said Heather Manuel, Outlast North America sales and marketing director. “We want consumers to experience the extra-sensory comfort that our technology provides, whether they’re running errands or participating in activities like snowmobiling.”

All jackets and bibs in Yamaha X-Country, Yamaha Revi Mountain, SnoForce X-Country and SnoForce Revi Mountain lines feature an Outlast® fleece/tricot lining to keep users at an even, comfortable temperature. The Yamaha Regulator and All Weather TRIC Regulator jackets feature a micro-denier fleece liner, resulting in a personal climate control system for a year-round coat regardless of season.

Men’s Riding Gear and suggested retail price:

- Yamaha X-Country Jacket - \$289.95
- Yamaha X-Country Bib - \$249.95
- Yamaha Revi Mountain Jacket - \$269.95
- Yamaha Revi Mountain Bib - \$219.95
- SnoForce Revi Mountain Jacket - \$269.95
- SnoForce Revi Mountain Bib - \$219.95
- SnoForce X-Country Jacket - \$289.95
- SnoForce X-Country Bib - \$249.95



*Yamaha X-Country
Jacket*

Women's Riding Gear and suggested retail price:

- Women's SnoForce X-Country Jacket - \$269.95
- Women's SnoForce X-Country Bib - \$219.95
- SnoForce X-Country Jacket - \$269.95
- SnoForce X-Country Bib - \$219.95



*Yamaha X-Country
Bib*

Boots styles and suggested retail price:

- Yamaha Glacier Boots - \$189.95
- SnoForce Glacier Boots - \$189.95



*SnoForce Glacier
Boot*

All weather jackets and suggested retail price:

- Yamaha Regulator - \$199.95
- TRIC Regulator - \$199.95

"We're constantly looking for new ways to exceed customer expectations of our products, and Outlast® technology allows us to do just that," said Bryan Hudgin, Snowmobile Marketing Supervisor, Yamaha Motor Canada. "The technology provides an added value that is in line with our core philosophy of combining engineering, ergonomics and environmental sensitivity to create 'humachine technology' or the harmonious union between human and machine."

Outlast® technology is a proactive moisture management solution that controls moisture before it begins, for increased comfort. It continuously absorbs excess body heat and releases it to maintain a constant body temperature. This differentiates from passive technologies, such as wicking or quick-drying, that provide benefits only after the body has started to overheat and sweat.

For more information and to find a Yamaha dealer, visit www.yamaha-motor.ca.

ABOUT YAMAHA MOTOR CANADA, LTD.

Yamaha Motor Canada's head office is located in Toronto, Canada. Yamaha is a truly national company with a branch office in Montreal, a national parts distribution centre, seven product warehouses, a coast-to-coast network of employees and over 500 dealers. For 30 years, it has remained committed to the principle that it's not enough to simply satisfy customer needs. Yamaha currently offers hundreds of model variations in seven different product lines.

ABOUT OUTLAST TECHNOLOGIES, INC.

Outlast Technologies, Inc., a privately held U.S. corporation, is the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables any textile 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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