



NEWS RELEASE

FOR IMMEDIATE DISTRIBUTION

Outlast Technologies Acquired by Golden Equity Investments

April 3, 2012 - Boulder, CO. - Outlast Technologies, the leader in heat and moisture management, announces the company has been acquired by Golden Equity Investments, (GEI), a Colorado private equity firm that invests in operating businesses.

Outlast customers and partners can expect to receive the same levels of service and quality products to which they have become accustomed. This acquisition will enhance an already robust supply chain allowing Outlast to maintain its position as an industry leader in phase-change technology, benefitting Outlast's customers and partners worldwide.

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.

The company will keep the Outlast name, but as part of the transaction, Outlast Technologies will be converting to an LLC to fit GEI's structural requirements.

ABOUT OUTLAST TECHNOLOGIES LLC

Outlast Technologies LLC, 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.](https://twitter.com/OutlastTech)

ABOUT GOLDEN EQUITY INVESTMENTS

Golden Equity Investments (GEI) is a private equity firm based in Golden, Colorado that seeks to make control investments in growing companies across a variety of consumer and industrial markets.

CONTACTS:

Lexie Alcon 303.832.2700, ext. 203 / lexie@ameliecompany.com

Heather Manuel 303.381.2106 / hmanuel@outlast.com

Heidi Robbins 303.271.7492 / hrobbins@gei-investments.com
