



NEWS RELEASE

OUTLAST TECHNOLOGIES LAUNCHES NEW WEBSITE

Offers improved service to customers and partners

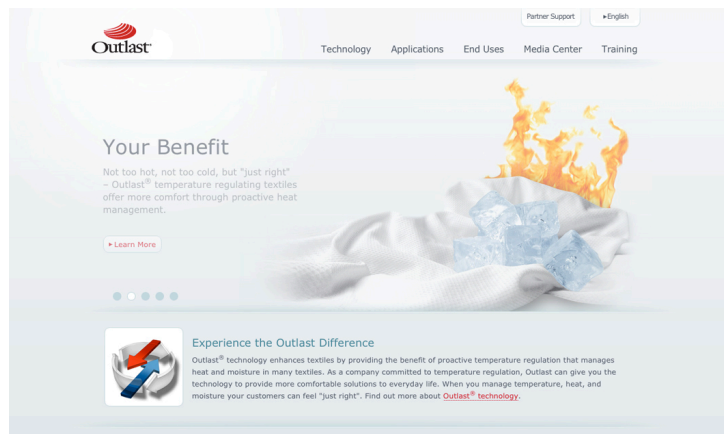
Boulder, CO - October 11, 2011— Outlast Technologies, the leader in heat management and moisture reduction technology, has relaunched its website offering improved service and enhanced user experience.

“Outlast’s commitment to providing excellent customer service shows in this website,” said Heather Manuel, sales and marketing director, Outlast North America. “The design and functionality were influenced by consumer feedback and usability testing to ensure the new site would meet the needs of our partners.” The new site features an improved partner support section to cater to Outlast® technology licensees and brand partners worldwide. Specifically, the new website allows for licensees to access sales tools, promotional materials, logos and graphics and to order hang tags and labels.

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.

To explore the redesigned website, please visit www.outlast.com.



The Outlast® difference redefined in the new website: www.outlast.com. The site mirrors the new look-and-feel of the Outlast® brand.

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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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