



NEWS RELEASE

**YUMMIE BY HEATHER THOMSON INTRODUCES SEAMLESSLY SHAPED
COMFORT CONTROL COLLECTION**

Everyday Women's Shapewear Features Outlast® Technology for Extra-Sensory Comfort

March 5, 2013 – Boulder, Colo. – Outlast Technologies, leader in proactive heat management, has partnered with Yummie by Heather Thomson for a Comfort Control women's shapewear collection that features Outlast® proactive, phase change materials. The Comfort Control collection will be available Feb. 25, 2013, featuring the Stephanie Tank; in May, Yummie will introduce its second piece to the collection—the Sylvie Cami.

"We are so excited to be partnering with Outlast® technology to develop a new classification in shapewear," says Founder and CCO Heather Thomson.

Garments with Outlast® technology interact with the microclimate next to the skin to buffer changes in temperature and humidity for increased comfort. As a proactive moisture management solution, Outlast® products continually absorb excess body heat and release it to maintain constant body temperature. This differentiates from passive technologies, such as wicking or quick-drying, which provide benefits only after the body has started to overheat and sweat.

The marriage of Outlast® technology with Yummie incorporates state-of-the-art innovation and technology for an end-product that is an everyday shaper working to hug, lift and smooth a woman's body for increased comfort. "Outlast® technology brings a value-add to Yummie's Comfort Control collection by not only offering a heat management benefit to delay the onset of sweat, but also by working to provide women with a feeling of extra-sensory comfort that will leave them with a greater sense of confidence," said Heather Manuel, Outlast North America sales and marketing director.

Both tank top styles are comprised of 40% Outlast® viscose, along with modal and spandex, and will be distributed domestically and internationally. The Stephanie Tank will be available in black, white, hush, marine, limeade and orchid and will retail for \$34.00, or two for \$58.00.



Yummie is the first body shaper garment that is top oriented and designed to be worn each and every day as a foundation or layering piece. It is extra long in the body so it provides coverage as you bend and move. Additionally, its double-weave fabrics works its magic around the clock, to take a woman from work to workout and daytime to date time.

For more information and to locate a retailer, visit yummielife.com.

ABOUT YUMMIE BY HEATHER THOMSON

Heather Thomson revolutionized the shapewear industry with the launch of her shapewear brand Yummie by Heather Thomson in 2008. Thomson continues to evolve the brand every season; she launched Yummie by Heather Thomson, a complete ready-to-wear collection in the fall of 2010 and in 2011 launched her Yummie Denim collection which has revolutionized the premium denim industry. Yummie by Heather Thomson is today's newest hybrid where fashion meets function, a happy fashion first. It's a modern collection of wardrobe layering basics that are meant to be seen. Each piece in the collection smoothes and shapes taking pounds and bumps off your appearance - comfortably, confidently and stylishly. Recognized as the originator of this revolutionary shaping happy technology, Thomson has been issued a number of patents for her Yummie by Heather Thomson designs. Yummie by Heather Thomson currently has distribution agreements in the United States, Philippines, United Kingdom, Ireland, Italy, Canada, Germany, Switzerland, Australia and Austria as well as extensive sales in the Benelux and more than 20 other countries. Please visit www.YummieLife.com for additional information.

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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