

Burlington WorldWide Introduces Breakthrough Smart Fabric Technology™

January 25, 2005, Greensboro, NC -- Burlington WorldWide (BWW), in partnership with Outlast Technologies and Ciba, has developed a breakthrough finishing application that provides an extended comfort range to a wide spectrum of fabric types and weights. Using phase-change molecules called *Thermocules*®, the newly developed finishing process allows fabrics to adjust to changes in temperature creating more comfortable and versatile clothing without compromising the fabric's inherent characteristics.

"The result of this collaborative effort is a 'smart,' versatile fabric that provides consumers multiple functions and benefits," said Ken Kunberger, president Burlington WorldWide. "By leveraging BWW's product development expertise and its evolving global textile capabilities with strategic R&D partnerships, we are able to provide a new platform of innovation for our customers."

The foundation of this patent-pending technology, called *Smart Fabric Technology*™, is built around a new, proprietary formulation, developed by Outlast and Ciba, of micro encapsulated phase-change materials called *Thermocules*, which absorb and release heat for increased comfort. Burlington WorldWide used its expansive knowledge of finishing technologies and fabrics to leverage the benefits of phase-change materials, developed for uses by NASA, into a commercialized product for mainstream fabrics.

"What started as a far-reaching challenge has become reality due to the tremendous efforts of our researchers," said Brad Poorman, global senior VP of sales and marketing for Outlast. "BWW challenged our team to get beyond coatings and acrylic fibers and into applications that would deliver our *Smart Fabric Technology* to the masses."

The initial application of *Smart Fabric Technology* will be in activewear apparel. Future planned applications include menswear, uniform and barrier products.

Fabric samples can be seen at the Outdoor Retailer show in the Outlast showroom (#150B) and in the Burlington WorldWide showroom (#150C). Samples will also be shown at International Sporting Goods Show in early February and Tex-World show in March.

Burlington WorldWide (BWW), a business unit of International Textile Group (www.itg-global.com), is a leading provider and marketer of technology and fashion driven products for the menswear, womenswear, activewear, uniform and barrier markets. With offices and operations in the United States, Mexico, Europe and Hong Kong, BWW provides global textile innovations to its customers.

Outlast Technologies, Inc. is the worldwide pioneer in developing unique phase-changing materials and applications. *Smart Fabric Technology* with *Thermocules* is available today in outerwear, footwear, street wear and bedding.