



Contact: Christine Pedersen
Fendler Communications
207-846-0700
christine@fendler.com

FOR IMMEDIATE RELEASE

PrimaLoft Introduces New Yarns for Base Layer Applications

Albany, NY; February 4, 2009 – PrimaLoft is introducing two new yarns, 100% PrimaLoft Yarn and re-engineered 50/50 PrimaLoft Merino Blend Yarn, for base layers and performance knit applications. Both yarns were presented at the Outdoor Retailer Winter Market, January 22-25, 2009 in Salt Lake City, UT and ISPO Winter Market 09, February 1-4 in Munich, Germany.

100% PrimaLoft Yarn is made of PrimaLoft micro denier polyester fibers, which are finer than cashmere fibers, providing a luxurious and soft performance yarn. When paired with a hydrophilic yarn, the moisture repelling 100% PrimaLoft Yarn transfers moisture vapor away from the skin to the outside surface of the fabric, keeping the skin dry, warm and comfortable. Base layer garments made with 100% PrimaLoft Yarn are ideal for activities such as skiing, hiking, running, golf and cycling in all climates.

PrimaLoft Merino Blend Yarn is a blend of Merino wool and PrimaLoft fibers, which until now has been used primarily for socks, sweaters and accessories. The re-engineered 50/50 blend of Merino wool and PrimaLoft has been designed to offer superior wicking properties for base layer applications. This proprietary moisture management system, called Quick Draw Technology™, transfers moisture vapor away from the skin. Base layers and garments made with PrimaLoft Merino Blend Yarn are perfect for outdoor enthusiasts who demand performance, warmth and comfort.

“These new performance yarns allow us to venture into new markets and offer our customers new opportunities to expand their PrimaLoft yarn offerings,” says Ronald L. Comer, director sales and marketing, PrimaLoft Yarn division. “Base layers are an important element to the comfort of active individuals and now they can enjoy the benefits of PrimaLoft yarn technology from head to toe.”

Both yarns are easy to care for and are machine washable.

About PrimaLoft

PrimaLoft® is manufactured by and a registered trademark of Albany International Corp. PrimaLoft – *Insulation Technology*™ and PrimaLoft – The Next Generation in Yarn Technology™ are featured worldwide in leading brands of outerwear, sleeping bags, gloves, footwear, accessories, socks, sweaters and luxury bedding. PrimaLoft is manufactured in the USA, Europe and China. For additional information, contact the Sales and Marketing Group at 800-833-3836 x2238 or visit www.primaloft.com and www.primaloftyarn.com.

#