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FOR IMMEDIATE RELEASE

PrimaLoft Donates Jackets to Maine's WinterKids Programs

Albany, NY; January 30, 2009 –PrimaLoft – *Insulation Technology* is partnering with L.L. Bean to donate 50 insulated jackets to nonprofit organization WinterKids. The PrimaLoft-insulated jackets will be worn by the WinterKids volunteers whose mission is to introduce children across Maine to outdoor activities.

WinterKids offers several programs to keep children active and healthy by participating in winter outdoor activities. These programs are lead by volunteers who spend most of their time outside.

The bright red L.L. Bean Ascent PrimaLoft Jacket will keep them warm and dry while participating in outdoor activities with the children. The bright colored PrimaLoft jacket emblazoned with a white WinterKids logo will also help identified volunteers at school playgrounds, recreation areas and public events.

“L.L.Bean has been a great supporter of WinterKids and we are thrilled with our new partnership with PrimaLoft,” says Fran Mullin, WinterKids’ executive director. “We appreciate PrimaLoft’s generosity and we look forward to helping more children get outside, get active and have fun this winter.”

“We are always looking for ways to help our partners support local programs in their communities,” says Rodney Lane, PrimaLoft’s eastern U.S. territory manager whose office is based in Maine. “We are pleased to partner with L.L. Bean donate PrimaLoft-insulated jackets that will keep WinterKids volunteers warm and dry.”

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.

About WinterKids

WinterKids is the non-profit organization that helps children develop healthy lifelong habits through fun outdoor winter activity. For more information, visit www.winterkids.org, or contact Fran Mullin at 207-871-5700, ext. 102.



WinterKids staff members modeling their new PrimaLoft-insulated jackets.

(Image available upon request)