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adidas Adds Nano-Tex to New Activewear Line

Emeryville, CA, (March 20, 2006) – adidas, the global leader in performance apparel and sports gear, has tapped Nano-Tex to add a new level of comfort to shorts and pants in its Yocum activewear line. The Nano-Tex Coolest Comfort moisture management treatment features fast-acting wicking properties that will keep adidas customers feeling cool and dry.

Part of the new adidas Performance product line, adidas Yocum products made with the Coolest Comfort treatment will include men's and women's shorts, ¾ pants, capris and pants with a zip-off leg option. Colors will include dark shale, sesame, moon and explorer.

The Nano-Tex Coolest Comfort treatment is a quick-acting moisture wicking fabric enhancement which pulls perspiration away from the skin to keep the body cooler, dryer and more comfortable. The treatment is formulated for resin-treated cottons and synthetics, such as the Yocum line's Ottoman Polyamide, which is a cotton-touch nylon material. The new products, designed as fashionable activewear for people with a performance-based lifestyle, will be available this spring.

"Nano-Tex is helping adidas fulfill a brand promise to its customers who expect superior performance in all adidas products," said Libby Neuner, senior vice president of apparel sales at Nano-Tex. "Our treatments prove that activewear doesn't need to feel stiff, stuffy or uncomfortable to provide advanced performance characteristics that last the life of the garment."

Nano-Tex is the first company to bring nanotechnology to the textile industry. The company's patented technology is more efficiently designed to deliver greater durability and superior performance without compromising the feel or comfort of the fabric.

About Nano-Tex

Nano-Tex is headquartered in Emeryville, Calif., with operations in Belgium; China; England; India; South Korea; and Turkey. Nano-Tex develops and markets a family of nanotechnology-based textile treatments that dramatically improves the performance of everyday fabrics. To date, more than 80 textile mills worldwide are utilizing Nano-Tex treatments in products sold by more than 100 leading apparel and interior

furnishings brands, including New Balance, Gap, Old Navy, Target, Hugo Boss, Paul Stuart, Rene Lezard, Lee, Champion, Levi and Simmons. Products with Nano-Tex enhancements are sold throughout North America, Asia and Europe. www.nano-tex.com

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