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MULTI-FUNCTIONAL TREND DEFINES 21ST CENTURY CLOTHING

Because Just Looking Good Is Superficial

Oakland, Calif., (April 17, 2007) – When it comes to 21st century clothing, one purpose is not enough. Today's consumers want more from their clothes, and the proliferation of dual- and multi-purpose apparel in the marketplace indicates that clothing manufacturers are paying attention.

Today, clothing is so much more than the shirt you wear on your back. Modern apparel has a cause ranging from charitable, with sale proceeds to help fight HIV/AIDS; environmental, through sustainable practices and organic materials; and practical, with treatments to resist spills, fight static and regulate body temperature.

Oakland, California based Nano-Tex, for example, uses the latest technology to incorporate superior performance characteristics into a wide variety of casual and designers clothing. Renee DeLack Hultin of Nano-Tex commented, "The entire textile industry has made a dramatic shift in the last five years, incorporating enhancements into every area consumers have fabric in their lives from the sheets on their bed to designer men's suits."

- Wrinkle-free dress shirts look good but they trap moisture – until now. JoS. A. Bank keeps their customers cool and comfortable by incorporating Nano-Tex Coolest Comfort technology in their wrinkle-free Traveler Short Sleeve Sport Shirts, which are designed to wick moisture from the skin.
- Can a hoodie really help make a difference in the fight against HIV/AIDS in Africa? Gap (PRODUCT) RED™ is out to prove it can. As a global partner of (PRODUCT) RED, Gap is contributing half the profits from Gap (PRODUCT) RED sales to the Global Fund to help women and children affected by HIV/AIDS in Africa.
- Peppermint is said to do everything from energize and relieve mental fatigue to stimulate circulation and sooth dry skin – which makes it a natural workout scent. Recently, Reebok announced their new Reebok® Scented Seamless Short Bra Top which offers a fresh peppermint scent as heat begins to generate during exercise.

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- Gone are the days of throwing your tie over your shoulder while eating in an effort to keep it stain-free. Brooks Brothers offers men the option of purchasing 100% silk ties treated with Nano-Tex Resists Spills fabric enhancement. The treatment doesn't change the look or feel of the fabric, but liquids such as red wine and coffee bead up and roll right off.
- Bamboo fabric has a texture similar to silk, is naturally antibacterial and hypoallergenic, and is quick to absorb moisture. Is it any wonder Dreamsack, a provider of natural apparel and home products made from a variety of fibers including silk, soy and cashmere recently launched Bamboo Dreams™, a line of loungewear, sleepwear, and yoga wear made from 95% bamboo/5% spandex.
- Lands End new permanent anti-static fleece for men, woman and children keep static, lint and pet hair at bay. Made with Nano-Tex Resists Static technology, it makes dryer sheets obsolete.

About Nano-Tex

Nano-Tex is a leading fabric innovation company providing nanotechnology-based textile enhancements to the apparel and commercial and residential interiors markets. Nano-Tex is headquartered in Oakland, Calif., with operations across the United States, Asia and Europe. To date, more than 80 textile mills worldwide are utilizing Nano-Tex treatments in products sold by more than 100 leading apparel and commercial interior brands. Products with Nano-Tex enhancements are sold throughout North America, Asia and Europe. www.nano-tex.com

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