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Nano-Tex Teams with New Balance Performance Outerwear for Vintage Inspired Collection

Emeryville, Calif., (February 1, 2006) – New Balance Performance Outerwear, the newest licensee of New Balance Athletic Shoe, Inc., has teamed with Nano-Tex to fuse fashion and performance in its new, vintage-inspired Circa V outerwear line. The new line features Nano-Tex Outdoor®, a super durable water repellency treatment.

Nostalgia meets new technology in the Circa V line. Circa V was inspired by exploration heroes of yesterday, featuring authentic silhouettes and sturdy, high-count cotton material to give the line real retro appeal. The advanced water repellent technology ensures that consumers will stay warm and comfortable while protecting them from outside elements.

New Balance unveiled the Circa V collection at the Outdoor Retailer Winter Market Show, January 28-31, 2006, in Salt Lake City. The line will be available at retail stores starting in fall 2006. Suggested retail prices range from \$130 to \$280.

“Even the most adventurous outdoor enthusiast has to come down off the mountain once in a while,” said Shannon Hayward, vice president of sales and marketing for New Balance Performance Outerwear. “Circa V brings an urban sense of style to these nostalgic pieces that have been designed with true to the day silhouettes and trims.”

The collection includes nine styles of men’s and women’s parkas, puffer coats, bomber jackets, down vests and Bog coats. Colors range from vintage hues of red, orange, tan and powder blue, to chocolate, cream, purple and forest.

The Nano-Tex Outdoor® technology makes cotton and synthetic fabrics, such as those used in the New Balance Circa V line, liquid-repellent and stain-resistant. The technology is durable enough for outerwear but is transparent to the consumer.

“Consumers are demanding more comfort, functionality and style from their everyday apparel,” said Libby Neuner, senior vice president of apparel sales at Nano-Tex. “Our technology makes it possible to use the most comfortable and desirable materials such as cotton in outerwear that will continue to look and feel good regardless of the weather.”

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, Nike, 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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