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Nano-Tex Expands Management Team with Technology, Marketing Executives

Emeryville, Calif., (September 28, 2004) – Nano-Tex, LLC, a leading provider of textile-enhancing products to apparel companies, today announced it has added Kim Houchens, Ph.D., as chief technology officer and Mark Brutton as senior vice president of marketing to its management team. The new hires are part of the company's strategic growth plan, with specific emphasis on new product research and development, brand building and consumer adoption.

Dr. Houchens brings more than 16 years experience managing new product development with a focus on growth strategies, innovation through rapid commercialization and team development. She has become an expert in the Stage-Gate™ product development process and in the project and portfolio management techniques that support this process. Additionally, her scientific background in the comfort, safety and performance of textiles makes her uniquely positioned to help Nano-Tex achieve its growth goals.

Prior to joining Nano-Tex, Houchens was director of technology and new product development at OMNOVA Solutions in the Decorative Products division. Previously, she worked for The Dow Chemical Company as technology development leader for the Specialty Fibers division.

Houchens also worked as a consultant to the military at Arthur D. Little focusing in the area of advanced protective clothing. Early in her career, she worked in research for the Kimberly Clark Corporation where she improved the comfort and safety of AIDS barrier surgical gowns and clean-room garments. Some of her most creative scientific work was with ILC Dover where she had the opportunity to develop parts of the spacesuits for the International Space Station and also develop advanced spacesuit concepts for the Men-to-Mars initiative.

Houchens earned a Ph.D. in Textile Technology and Management and a M.S. in Textile Engineering Chemistry and Science from North Carolina State University, in addition to a B.S. in Clothing and Textile Science from Michigan State University.

Brutten brings more than 20 years of experience in marketing, brand strategy and advertising with some of the world's most recognized and respected brands. His work has earned esteemed industry recognition, including three Clio advertising awards.

Prior to joining Nano-Tex, Brutten was vice president at Addis, a leading brand strategy and design firm, where he developed brand-building platforms for Intel, Dole, Maytag, 24 Hour Fitness and others. Brutten's background also includes market development and brand-building work with start-up companies and emerging brands. Before joining Addis, he was vice president of marketing and business development at Productopia.com, and he led brand marketing efforts at When.com, Excite and SegaSoft.

Brutten also served as marketing director at Jacobs Suchard, where he developed, launched and marketed products and programs for Brach's confections, driving significant increases in the brand's market share and revenue. Early in his career, he held account management positions at Young & Rubicam, a leading global advertising agency.

Brutten holds a B.S. in marketing and advertising from the Indiana University School of Business.

"In the past year, Nano-Tex has significantly expanded its infrastructure to eight worldwide business locations, over 50 production partners and more than 40 retail-branded customers," said Donn Tice, CEO of Nano-Tex. "Kim and Mark will steer our efforts to drive new growth through innovative products and market penetration."

About Nano-Tex

Nano-Tex, LLC is headquartered in Emeryville, Calif., with operations in Greensboro, NC; Milan; Istanbul; New Delhi; Hong Kong; and Osaka and Seoul. Nano-Tex develops and markets a family of nanotechnology-based textile treatments that dramatically improve the performance of everyday fabrics. To date, more than 50 textile mills worldwide are utilizing Nano-Tex treatments in products sold by more than 40 leading apparel and interior furnishings brands, including Gap, Old Navy, Lee, Nike, Champion, Levi, Marks & Spencer and Simmons. Products enhanced with Nano-Tex are sold throughout North America, India, Japan and in select locations in the United Kingdom and Europe. www.nano-tex.com

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