

NANO-CARE® Fabric Protection Named as One of TIME Magazine's Coolest Inventions of the Year

Greensboro, NC, November 18, 2002 -- Recognized for its advanced stain repellency and ease of care, NANO-CARE® fabric protection, developed by Nano-Tex, LLC, has been named as one of TIME magazine's Coolest Inventions of the Year, included in the November 18, 2002 issue.z

Featured on the Today Show and CNN Headline News, demonstrations showed the repellency of Lee® Performance Khakis enhanced with NANO-CARE fabric protection against stains, causing liquids to bead up and roll off of the pants without staining.

Other products available utilizing NANO-CARE fabric protection include Eddie Bauer® NANO-CARE Khakis, Lands' End NANO-CARE Twill Trousers and GAP's new line of men's cotton trousers, which launched in select stores last week.

"We are thrilled to be a part of TIME's 'coolest picks' for the year," said Renee Hultin, President- North America. "The ease of care and superior repellency and wrinkle resistance of NANO-CARE fabric protection have made it a hit with consumers and a good fit with their busy lifestyles. No longer does a spilled cup of morning coffee or a drop of ketchup from lunch ruin your clothes -- or your day."

Different from other technologies, NANO-CARE fabric protection creates stain repellency by molecularly changing the fabric. Working on the nano-scale and permanently attaching to the fibers, the chemistry provides greater durability than repellent coatings while allowing the fabric to remain soft and breathable.

NANO-CARE fabric protection along with Nano-Tex's other fabric technologies have also received recognition from the scientific and small tech communities.

Recognized as one of the first companies to bring nanotechnology to consumer products, Nano-Tex was recently named as a top finalist by both the World Technology Network and Small Times Magazine in their awards for best technologies for 2002. These groups follow and research emerging technologies and companies that are making breakthrough progress in the development and commercialization of small technologies worldwide.

Scientists in Nano-Tex's West Coast research lab continue to pioneer new fabric technologies. "Our focus is to develop a family of chemistries that bring cutting-edge performance to a diverse range of fabrics and substrates," said David Offord, Chief Scientific Officer. "The flexibility of the technology makes it adaptable to a number of applications and we believe we have just begun to realize the possibilities for future enhancements."

"Nanotechnology is called the science of the future, creating new ideas with limitless benefits," Hultin added. "As a leader in this field, Nano-Tex has been able to take this science and create products for today's market. The science of tomorrow is being delivered today with proven benefits that the consumer understands and wants."

Nano-Tex, LLC (<http://www.nano-tex.com/>) is an advanced materials company using proprietary technology to create, change and improve textiles at the molecular level. Nano-Tex advanced technology products include the following: NANO-CARE® fabric protection, which provides cotton fabrics with water and oil repellent and wrinkle resistant properties; NANO-DRY® fabric technology, which provides synthetic fabrics with advanced moisture control properties allowing for quicker drying and improved comfort; NANO-PEL™ fabric protection, which provides multiple fabric substrates with water and oil repellent properties; and NANO-TOUCH™ fabric technology, which creates the ultimate in comfort and luxurious performance by wrapping a cotton-like sheath around a durable synthetic core.