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PRIMALOFT, INC. PARTNERS WITH L.L. BEAN FOR SPRING 2018 DEBUT OF PRIMALOFT® GOLD INSULATION WITH CROSS CORE™ TECHNOLOGY FOR SUPERIOR LIGHTWEIGHT WARMTH

L.L.Bean first to market with PrimaLoft® Gold Insulation with Cross Core™, featuring patent-pending NASA-developed thermal technology for 11 - 52 percent increase in warmth

LATHAM, N.Y. (OCTOBER 24, 2017) - PrimaLoft, Inc. (www.primaloft.com), the world leader in providing comfort solutions with high-performance insulations, fabrics and yarns, is partnering with [L.L.Bean](http://www.llbean.com) to debut PrimaLoft® Gold Insulation with Cross Core™ technology. Patent-pending PrimaLoft® Gold Insulation with Cross Core™ fuses aerogel technology, the gold standard in lightweight thermal protection, with PrimaLoft® Gold Insulation, the benchmark in performance synthetic insulation, for a previously unattainable level of lightweight warmth. L.L.Bean's Ultralight Aero Sleeping Bag and Packaway line of coats, jackets and vests will be the first products to feature the Cross Core™ series, arriving at retail spring 2018. The new Cross Core™ series will be available industry-wide fall 2019.

PrimaLoft® Gold Insulation with Cross Core™ combines PrimaLoft® Gold Insulation synthetic fibers, known for having the industry's best warmth-to-weight ratio, with aerogel fibers to achieve both enhanced warmth and decreased weight. Originally developed by NASA for use in aeronautical applications, silica aerogel is a highly porous, low-density structure that forms a temperature barrier locking out cold and heat. PrimaLoft® Gold Insulation with Cross Core™ is the first product to combine aerogel with other fiber technologies for use in a batted insulation. In addition, it is the first product in the PrimaLoft® Cross Core™ Series, a platform that fuses multiple PrimaLoft® technologies to create next-level comfort and performance.

L.L.Bean's Ultralight Aero Sleeping Bag is a market leader for warmth-to-weight ratio and heat-loss prevention. The featherweight PrimaLoft® Packaway line is now 15% warmer and just as packable with no increase in weight or bulk, featuring nine styles of coats, jackets and vests, including the men's and women's PrimaLoft® Packaway Jackets, men's and women's Waterproof PrimaLoft® Packaway Jackets, men's and women's PrimaLoft® Packaway Hooded Jackets, men's and women's PrimaLoft® Packaway Vests, and women's Bean's PrimaLoft® Packaway Coat.

"The PrimaLoft® Cross Core™ series is a significant advancement in our technological capabilities," said Mike Joyce, president and CEO of PrimaLoft, Inc. "This first iteration in the series results in apparel that is warmer than existing insulations by 11 to 52 percent, while remaining just as lightweight. L.L.Bean has been a long-term partner since the late 1980's. In fact, in 1990, L.L.Bean brought

-more-

PrimaLoft, Inc. Partners with L.L.Bean for Spring 2018 Debut of PrimaLoft® Gold Insulation with Cross Core™ Technology for Superior Lightweight Warmth

the first commercially available PrimaLoft® insulated garment to retail. We look forward to continuing to collaborate with an iconic brand and trusted partner.”

Since 1990, PrimaLoft and L.L.Bean have partnered to debut multiple PrimaLoft technologies, including PrimaLoft® Gold Insulation Active, PrimaLoft® Yarn and PrimaLoft® Insulation for footwear.

“PrimaLoft is the leader in insulation innovation providing solutions for our consumers, which is why we continue to collaborate,” said Tom Armstrong, senior vice president and chief merchandising officer at L.L.Bean. “L.L.Bean prides itself in developing best in class products utilizing next generation technologies keeping outdoor enthusiasts comfortable regardless of Mother Nature. We are committed to aligning ourselves with industry leaders – PrimaLoft is an easy choice.”

About L.L.Bean, Inc.

L.L.Bean, Inc. is a leading multichannel merchant of quality outdoor gear and apparel. Founded in 1912 by Leon Leonwood Bean, the company began as a one-room operation selling a single product, the Maine Hunting Shoe. Still family owned, Shawn Gorman, great grandson of Leon Leonwood Bean, was named Chairman of the Board of Directors in 2013. While its business has grown over the years, L.L.Bean continues to uphold the values of its founder, including his dedication to quality, customer service and a love of the outdoors. L.L.Bean products are rigorously tested, guaranteed to last, and always shipped free. In the past five years, L.L.Bean has donated over \$6 million toward conservation and outdoor recreation. The 220,000 sq. ft. L.L.Bean retail store campus in Freeport, ME, is open 24 hours a day, 365 days a year and welcomes more than 3 million visitors every year. L.L.Bean can be found worldwide at www.llbean.com, Facebook, Twitter, YouTube, Pinterest, Google+ and Instagram.

About PrimaLoft, Inc.

PrimaLoft, Inc., a materials science company based in Latham, New York with offices in Munich, Germany and Xiamen, China, is the world leader in research and innovative development of comfort solutions with high performance insulations and fabrics. The PrimaLoft® brand, a registered trademark of PrimaLoft, Inc., delivers feel-good products that are used in the top global outdoor and fashion brands, home furnishings, work wear, hunting and military applications. PrimaLoft® insulation was originally developed for the U.S. army as a water-resistant, synthetic alternative to down. Today, the brand is recognized as a benchmark in the outdoor industry for providing unsurpassed comfort in any condition, ultimately empowering users to stay in the moment. PrimaLoft, Inc. is active in sustainable textile production through partnerships with the bluesign® system, the International OEKO-TEX® Association and the Sustainable Apparel Coalition’s Higg Index. For more information, please visit www.PrimaLoft.com, and follow PrimaLoft on [Facebook](#), [Twitter](#) and [Instagram](#).

PrimaLoft®, Feel the Performance™

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