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**PRIMALOFT, INC. AND BIG AGNES DEBUT PRIMALOFT® BLACK INSULATION
HI-LOFT ULTRA IN 1101 SLEEPING BAG COLLECTION**

Latest Innovation Delivers Enhanced Warmth, Even Under Sustained Compression

LATHAM, N.Y. (February 14, 2018) - [PrimaLoft, Inc.](#), the world leader in providing comfort solutions with high-performance insulations, fabrics and yarns, is partnering with [Big Agnes](#) to debut PrimaLoft® Black Insulation Hi-loft Ultra in the [Big Agnes 1101 Collection](#) of performance backpacking sleeping bags. The line is lightweight, compressible, and provides best-in-class loft and warmth. Big Agnes' 1101 sleeping bags are available now exclusively at [REI](#) in 2018 and can be seen at [bigagnes.com](#). PrimaLoft® Black Insulation Hi-loft Ultra becomes available to brands industry-wide in 2019.

“Avid outdoor enthusiasts are asking for performance technologies that keep them comfortable and warm for longer periods, especially during long nights in the backcountry,” said Mike Joyce, president and CEO of PrimaLoft. “This technology provides a unique level of comfort that satisfies the needs of the core outdoor consumer, and partnering with Big Agnes to bring this innovation to those consumers was an obvious choice.”

PrimaLoft® Black Insulation Hi-loft Ultra is constructed with vertically oriented mechanical pleats that deliver resilient loft, keeping heat trapped against the user’s body long after temperatures have dropped. Its layered, accordion-like design creates large air-trapping pockets that capture and retain body heat during sustained compression. PrimaLoft® synthetic fibers provide superior softness, convenient packability and water resistance. PrimaLoft® Black Insulation Hi-loft Ultra is made with 80% post-consumer recycled materials.

PrimaLoft, Inc. And Big Agnes Debut PrimaLoft® Black Insulation Hi-Loft Ultra In 1101 Sleeping Bag Collection

“At Big Agnes, comfort and performance is a priority, and we seek out new technologies developed by brands that share those values,” said Bill Gamber, co-founder of Big Agnes. “As the leader in providing performance comfort-focused insulation technologies, PrimaLoft is a long-standing partner of ours. We are excited to introduce PrimaLoft® Black Insulation Hi-loft Ultra in our 1101 bags, which provides comfort and warmth for nights sleeping in the dirt.”

The 1101 Collection is inspired by the 1101 Trail section of the iconic Continental Divide Trail, a 3,100-mile-long trail from Canada to Mexico that traverses five U.S. states. Each bag is named after a water source on or near the 1101 Trail including Dumont Lake, Newcomb Creek, Upper Slide Lake, Lake Katherine, and Lake Victoria. The collection is available now exclusively at [REI](#) in 2018.

About Big Agnes: Named for a peak in the nearby Mt. Zirkel Wilderness, Big Agnes®, Inc. is located in Steamboat Springs, Colorado, and produces award-winning sleeping bags, pads and tents. For more information, visit www.bigagnes.com or call 1-877-554-8975.

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 fabrics and yarns. 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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