

CORDURA[®] Brand is Stronger Than Ever

It's a good thing CORDURA[®] fabrics are made for adventure, because there was plenty of it in 2008. Yes, it was a thrilling, action-packed year for our Military and Tactical segments. One of the most exciting years in the history of the CORDURA[®] brand. So we thought we'd catch our breath for a moment and take a look back at some of the year's highlights. Hold on tight. And enjoy.

Defend Your Base[™]

The spring months ushered in the introduction of highly desirable innovative fabric technologies, including patent-pending CORDURA[®] Baselayer fabric, an important innovation for the military because of its No Melt/No Drip performance, exceptional comfort and moisture management properties. An advertising campaign supporting the launch was developed based on the idea that soldiers need to wear more protective clothing as a last layer of defense. The tagline "Defend Your Base[™]" and the related creative elements drove home the distinctive benefits of the CORDURA[®] Baselayer fabric. A microsite, DefendYourBase.com, was designed to facilitate communication with military, law enforcement, and tactical consumers, enabling users to explore the features and benefits of the fabric. It also includes a Buy Now link for immediate product purchasing options.

CORDURA[®] Baselayer fabric is used in long and short-sleeved T-shirts, leggings, briefs, skull caps, balaclavas and other high-performance apparel. The official launch of the CORDURA[®] Baselayer t-shirt took place in June in collaboration with Tac Wear at Ranger Joe's near Fort Benning, Georgia. During the event, INVISTA, Tac Wear and Ranger Joe's presented the Wounded Warrior Project with a \$10,000 donation that helped to support programs and services offered to wounded warriors.

For more information, please visit www.DefendYourBase.com.

Links:

- *"INVISTA, TAC WEAR and RANGER JOE'S Collaborate to Launch CORDURA[®] Baselayer Brand T-Shirt" Press Release*
- *"INVISTA and CYBERKNIT Collaborate on New CORDURA[®] Baselayer Brand Fabrics" Press Release*
- *CORDURA[®] Baselayer Fabric Webpage and Sales Sheet*
- *Columbus Ledger "Ranger Joe's Teams Up for Donation"*
- *Stars and Stripes "Army to Test New Moisture-Wicking, No Melt T-shirt"*

A brand that's built to last.

For more than 30 years, CORDURA[®] fabrics have been selected by makers of high performance gear and apparel where durability counts.

It began in 1977 with the launch of 1000 Denier nylon air-jet textured CORDURA[®] brand fabric – a remarkably durable, yet practical fabric. Just a year later, JanSport[®] chose CORDURA[®] fabrics for their new line of daypacks. Giving the CORDURA[®] brand fabric line instant credibility. The rest, as they say, is history.

Today, you'll find CORDURA[®] fabrics in many top brands that are known for making tough, long-lasting products. In fact, CORDURA[®] fabrics are trusted by many militaries around the globe.

Best Rangers Compete in CORDURA® Fabric

The CORDURA® brand team once again supported the 2008 Best Ranger's Competition in Fort Benning, Georgia by working with Tac Wear to donate a number of products, including 160 Competitor and 140 Cadre COOLMAX® Extreme fabric t-shirts with freshFX™ technology for competitors and staff to wear during the competition. In addition, INVISTA donated Diamond Gusset Sherpa Jeans made with 500 denier ACU printed CORDURA® fabric to the top five winning teams.

Link:

"INVISTA Sponsors 2008 Best Rangers Competition" Press Release



The booth at the AUSA show featured all of the latest gear and apparel made with CORDURA® fabrics.

CORDURA® Brand Invades Trade Shows Around the World

The CORDURA® brand team exhibited at several national and international military trade shows, including AUSA, Modern Day Marine, Infantry Warfighter, EANGUS, SOFIC and SMA of the Army Nominative Conference (US), SOFEX (Jordan), Future Soldier Exhibition and Conference (Czech Republic) and Eurosatory (France). The team successfully engaged with military personnel to promote their full array of filament and staple fabric offerings, as well as CORDURA® Baselayer fabric for soldiers around the world.

"Outfitting America's Heroes"

Key US military trade publications Military Press and Infantry Bugler featured the article "Outfitting America's Heroes." This article highlighted the CORDURA® brand team's dedication to fabric innovation and the ongoing advancements in uniforms, gear and equipment for the armed forces.

Links:

- *Infantry Bugler "Outfitting America's Heroes"*
- *Military Press "Outfitting America's Heroes"*

CORDURA® Brand Recap

INVISTA's CORDURA® brand team had a very busy 2008! The innovative spirit behind the company was celebrated through the introduction of the exciting new "Durable People" advertising campaign, which was unveiled in the summer of 2008.

Link:

"INVISTA Unveils New Global Brand Campaign" Press Release

We are also happy to announce that after much hard work, our new brand website officially launched in January 2009. Please visit the all-new CORDURA.com for additional information on the CORDURA® brand – latest news, ordering hangtags, finding the right fabric mill – it's all there.