

PRESS INFORMATION

Independent Life Cycle Analysis Confirms CO₂ Footprint Reduction Of ADVANSA's ECO₂ Technology For **Thermo°Cool™**

The peer-reviewed study was conducted by TNO (Netherlands Organization for Applied Scientific Research) an independent research organization that focuses on applied science. The Life Cycle Analysis (LCA) study confirms an average reduction of 80% in emissions of global warming gases and reduction of non-renewable energy in ADVANSA's ECO₂ technology, used for **Thermo°Cool™** products.



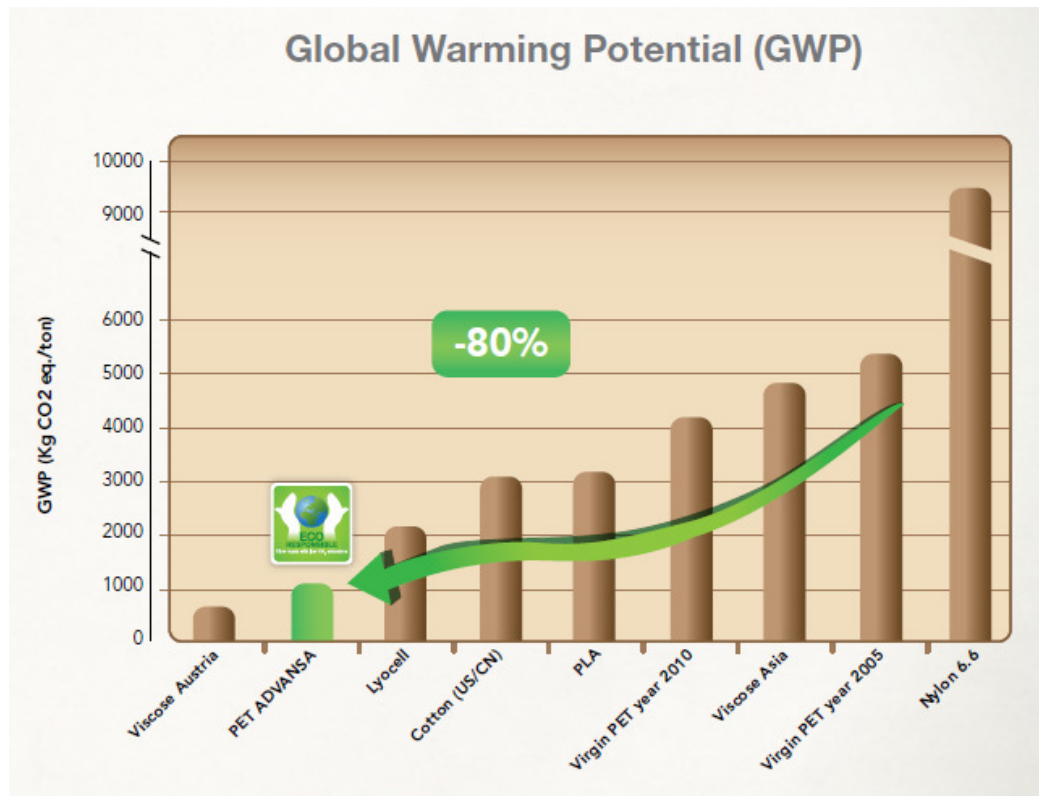
Following ADVANSA's announcement last summer about the launch of its ECO₂ product range now comes the result of the Life Cycle Analysis (LCA) on the technology used to manufacture **Thermo°Cool™ ECO₂**.

The LCA is a study conducted using a cradle to grave approach, with system expansion methodology, where the use stage has been excluded, and provides a reliable measurement of a number of parameters related to production of global warming gases or the use of non-renewable energy.

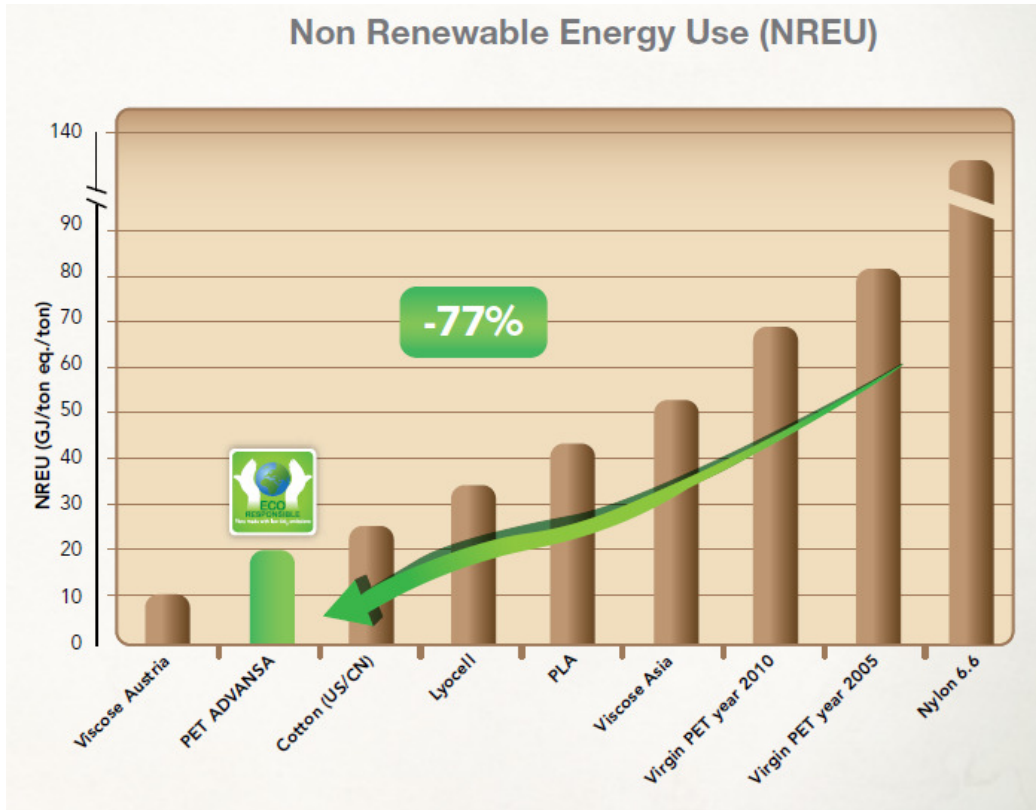


This study confirms that the technology used to manufacture **ThermoCool[™] ECO₂** products means a lower CO₂ footprint without compromising excellent moisture management and outstanding wearing comfort.

Staple fibres are made using sophisticated recycling technology, whereby polymer based on post consumer PET is transformed through state-of-the-art manufacturing process into high-quality polyester fibre.



The study shows a reduction of 80% in the Global Warming Potential (GWP) which is a characterisation model developed by the intergovernmental Panel on Climate Change (IPCC) aimed at measuring the greenhouse effect caused by CO₂ emissions, also known as a carbon footprint



TNO's LCA also shows a very significant reduction of the Non Renewable Energy Use (NREU) figure. The NREU is the sum of all energy used for the whole life cycle based on non-renewable resources. A non-renewable source is a natural resource like fossil fuels which cannot be produced, grown or used on a scale which can sustain its consumption rate.

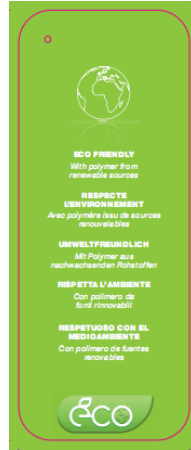
“As an eco-responsible company, we are committed to develop products which respect the environment. In response to the growing demand for eco-friendly products, the technological innovation of ADVANSA’s ^{ADVANSA}Thermo°Cool™ ECO₂ offers to our customers not only superior quality and high-end fabrics with outstanding thermoregulating performance characteristics but also a more environmentally friendly choice” said Gerard Illeras, Global ASW Market Manager ^{ADVANSA}Thermo°Cool™.

“TNO’s study’s result is satisfactory because it confirms ADVANSA’s claims on products engineered to meet consumer’s demand for technically advanced garments that are also environmentally friendly” added Mr. Illeras.



Europe's polyester leader

To make consumers aware of **ECO₂** product's ecological benefits, ADVANSA will provide to the garment makers an additional exclusive **ECO₂** logo and hangtag to be added to the standard **Thermo°Cool™** hangtag.



Thermo°Cool™, main sponsor of the BrandNew Village, will be showcasing at the 20th ispo BrandNew Award, the newest products from 06.-09. February 2011 in Hall C1, BrandNew Village booth numbers BN01, BN02, BN03.

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About ADVANSA

Headquartered in the Netherlands and operating in Europe, the Middle East and Africa, ADVANSA—owned 100% by the Haci Ömer Sabanci Holding A.S. - is the largest manufacturer of polyester fibre and filament as well as a leading producer of polyester-based polymers, specialties and intermediates in the region. ADVANSA has annual revenues in excess of \$500 million USD. The company employs 2,000 people and operates plants in Turkey and Germany, an R&D facility in Turkey, and has marketing offices in Turkey, Germany, Spain, Italy, France, Shanghai, Hong Kong, and in the US.

www.advansa.com

Sabanci Holding

Sabanci Holding is the parent company of the Sabanci Group, Turkey's leading industrial and financial conglomerate. Sabanci Holding's main business units include financial services, automotive, tire and tire reinforcement materials, retail, cement and energy. Listed on the Istanbul Stock Exchange (ISE), Sabanci Holding has controlling interests in 11 companies also listed on the ISE.

ADVANSA Thermo°Cool™ is a high performance material for thermoregulation, which thanks to its unique fibre mix, provides adaptive smart dual function: Evaporative cooling and thermo buffering. Entirely developed by ADVANSA, The product is also available in versions ECO with a polymer from renewable sources and FRESH, with silver ions imbedded in the polymer.

ADVANSA Thermo°Cool™ garments are an excellent year around performance clothing option.

www.thermocool.net

ADVANSA Thermo°Cool™ is a trademark of ADVANSA.

