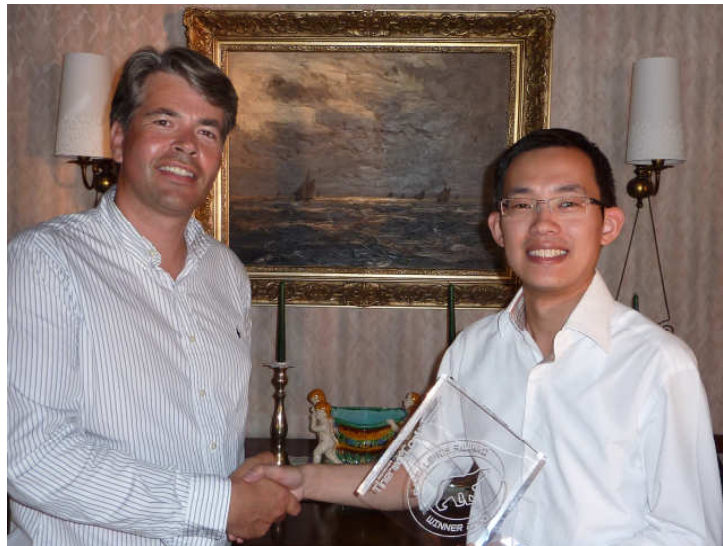


PRESS INFORMATION
July 2010

ADVANSA
Thermo°Cool™ Innovation Excellence Award for
Hong Kong Non-woven

Bringing together the finest work in the field of high-tech fibre concepts for performance insulations, the **Thermo°Cool™** Innovation Excellence Award has been presented to Hong Kong Non-woven Fabric Ind. Co., Ltd., specialist in the global insulations market. The Award recognises outstanding product development and innovation and highlights the importance of working in partnership to bring innovative product concepts to market.

Anderson Lee of Hong Kong Nonwovens receives the Thermo°Cool Innovation Award from David Bayliss of ADVANSA



Originally developed for fabrics, **Thermo°Cool™** was developed over a two year period in partnership between ADVANSA and Hong Kong Nonwovens, into an industry-leading range of performance insulations for insulated apparel and sleeping bags. For the first time, **Thermo°Cool™** insulations combine warmth, moisture-management and ecological benefits in one package.



Anderson Lee, Business Director of Hong Kong Non-Woven commented. *“We are proud to receive this Innovation Award which recognises the success of **Thermo°Cool™** insulations. Industry feedback has been very positive with the products now adopted by dozens of leading Outdoor brands including industry leaders like Marmot, confirming that this new performance product is top of its class and the best available performance insulation in the industry”*

David Bayliss, Business Director of ADVANSA added *“This award recognises Hong Kong Non-woven for outstanding innovation. Only a company with such a high level of technical expertise and insight into the market needs could have achieved so much, in such a short time. Its also the proof that partnership is the key to success in bringing new product concepts to market. “*

For further information please contact:

Ms. Nurhan Nalbant, ADVANSA Marketing GmbH, Caldenhofer Weg 192, D-59063 HAMM / Germany

Tel+ 49 2381 8785 306

Fax+49 2381 8785 350

Nurhan.Nalbant@advansa.com

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.

