



**Media contact:** Jaclyn Bergman  
Harris, Baio & McCullough  
215-440-9800  
[jaclyn@hbmadv.com](mailto:jaclyn@hbmadv.com)

## **MEDALIST<sup>®</sup> introduces new glove styles, featuring their exclusive SilverMax<sup>™</sup> technology**

**READING, Pa. (December 15, 2008)** – MEDALIST<sup>®</sup> Performance Sports Apparel, Inc., a leading producer of high performance technical fabrics and apparel, introduces two new glove styles, featuring their exclusive SilverMax<sup>™</sup> technology.

The new MEDALIST SilverMax Waterproof/Breathable Microfiber Glove is fleece-lined and features a non-slip grip on the fingertips and palm, with a wrist draw cord to keep hands warm and dry. The new MEDALIST SilverMax Reflex Glove is a snug-fitting glove for maximum dexterity and also features a non-slip grip.

“In addition to SilverMax’s superior anti-microbial and thermodynamic qualities, it is environmentally safe,” said Daniel Obergfell, executive vice president, sales and marketing for MEDALIST. “So there is no potential for the silver to be released into the environment and no fear of toxicity.”

SilverMax technology provides innovative solutions to enhance the wearer’s performance and comfort in all conditions and regulates body temperature to keep the wearer warmer. Each glove contains a 99.9% pure silver twill lining that provides scent-free protection. The exclusive SilverMax technology requires no activation, is permanent and easy to take care of.

Combining SilverMax and MEDALIST’s Stay-Dry Skinetics<sup>™</sup> Moisture Transfer System (MTS), MEDALIST has created the most effective performance sports apparel in the marketplace. For ultimate dryness and comfort, MTS rapidly wicks away chill-producing moisture from the body, keeping the wearer warmer and preventing body odor.

- more -

## **Medalist introduces new gloves – Page Two**

The Waterproof/Breathable Microfiber Glove and the Reflex Glove are both available in Mossy Oak® New Break Up and Realtree® AP. For more information on the MEDALIST range of products, visit [www.medalist.com](http://www.medalist.com).

# # #

### **About Medalist**

The MEDALIST brand dates back to 1898, and today MEDALIST provides innovative apparel solutions to a wide range of consumers in the athletic, hunting, winter sports, outdoors, military, and law enforcement markets. World-class athletes, professional hunters, outdoor enthusiasts and NASA wear our products. MEDALIST is committed to providing apparel with the highest level of technology, performance and comfort for the most extreme conditions.