

NEWS RELEASE



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MEDALIST® introduces the Stalker™ fleece vest with their exclusive SilverMax™ technology
A new addition to the popular Stalker Series hunting gear

READING, Pa. (December 15, 2008) – MEDALIST® Performance Sports Apparel, Inc., a leading producer of high performance technical fabrics and apparel, introduces the new Stalker fleece vest, as part of its 2009 Stalker Series hunting gear, featuring their exclusive SilverMax™ technology.

The new Stalker fleece vest is windproof and waterproof, extremely quiet, breathable and flexible. Its three-pocket design, two side pockets and one chest-split pocket, also features a zipper guard and inside draw cords at the bottom for maximum flexibility and adjustability.

The Stalker fleece vest features the SilverMax technology, which enhances the wearer's performance and comfort in all conditions. The 99.9% pure silver twill lining technology provides undetected and scent-free protection from wildlife. Your perspiration immediately bonds to the silver fiber and is rendered ineffective in causing odor and bacteria. SilverMax also regulates body temperature, keeping the wearer warm during cold weather and cool during warm weather. The exclusive SilverMax technology requires no activation, is permanent and easy to take care of.

"What sets MEDALIST apart is our SilverMax technology," said Daniel Obergfell, executive vice president, sales and marketing for MEDALIST. "SilverMax's anti-microbial, thermodynamic and anti-static properties provide the wearer with a superior performance apparel solution."

In combining SilverMax and MEDALIST's Stay-Dry Skinetics™ 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.

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The Stalker fleece vest is available in Mossy Oak® New Break Up and Realtree® AP patterns. For more information on the Medalist range of products, visit www.medalist.com.

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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.