



For Immediate Release:       **Technology From Space  
Benefiting Hunters**

Medalist Performance Sports Apparel, Reading Pennsylvania - known for their commitment to innovation and developing clothing with breakthrough technology, is changing the way Hunters dress to deal with the elements. Utilizing technology developed for the US space program, Medalist is now helping hunters stay comfortable and dry while pursuing big game. The thought process has always been when air temps start to drop - better pack or wear a heavier coat or jacket that often times is bulky, cumbersome and is an expensive investment, and if worn while walking into your treestand, makes you sweat and release human odor, often leading to blown set ups and being winded by big game.

With Medalist Silvermax technology most hunters won't need one of those heavy jackets to be comfortable. When temps range from 40 degrees to 85 degrees wear the new "Cheyenne" shirt and partner with the Medalist Silvermax base layer and hunt, comfortable and scent-free all day. Hunter's Specialties Pro-Staffer Matt Morrett a five time World Champion Turkey caller commented recently, "this technology allows me to stay out longer and hunt with lighter weight camo clothing and when combined with the HS Scent- A -Way system, truly fools the weariest big game animals". And here is the best part if you don't have access to a washing machine or dryer just dunk it in the creek or pond wring it dry and hang for the next mornings hunt. "When it comes to eliminating human scent, Medalist has rewritten the book. And if hunters also use our HS Scent-A-Way liquids and wash they can truly hunt scent free" HS Pro-Staffer Eddie Salter told a packed house of hunters at the "World Deer and Turkey Expo" held in Birmingham, AL.

"The key to this system is to change the weight of your base layer not your outer garment, unless you are in extremely cold conditions" stated Marketing Dir. Brian Blank, an avid bow hunter.

The system is based upon the same Thermodynamics technology used to build garments for astronauts, who in space operate in extreme temperature ranges and go for days without showering.

The system is designed so the base layer or next to skin piece maintains a constant, consistent, body temp, thus allowing the hunter to wear, a lighter weight, more comfortable outerwear garment. For the bow hunter who has to lean awkwardly or crouch to make that difficult shot, improved range of motion and flexible outer wear can be the difference between taking that trophy home and going home alone.

With regards to temperature ranges for base layer apparel the issue is not the same for everyone but our research and feedback from hunters and our law enforcement customers who wear under their protective vest, has helped us develop these general guidelines:

When ambient temperatures are between:

40 degrees and above – Wear Medalist Lightweight Base Layer Style 264/265

25 degrees to 40 degrees – Wear Medalist Midweight Base Layer Style 211/213

Under 25 degrees – Wear Medalist Heavy Weight Base Layer Style 217/219

A 6.0 oz. ¼ zip Microfleece

When you have astronauts, police officers, including tactical SWAT and hunting pro's wearing and testing your clothing you gain valuable insight into what works, and what doesn't work, especially in extreme conditions.

“It's very gratifying to know that these important citizens are wearing our clothing and that I work for a company that is committed to innovation.” “We have a driven, dedicated team that understands that our Marketing and Message is in the garments we produce” stated Blank. For more information on clothing that works on earth and beyond, visit

[www.medalist.com](http://www.medalist.com)