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For Immediate Release

Eddie Bauer First Ascent to Feature PrimaLoft® Insulation

July 1, 2009, Albany, NY –After rigorous field tests on expeditions to Mt. Rainier in Washington, Ecuador’s Cotopaxi volcano, Argentina’s highest peak, Aconcagua, and Mt. Everest, PrimaLoft® - *Insulation Technology*™ is honored to have been selected as a key component of Eddie Bauer’s new First Ascent line now available at firstascent.com.

First Ascent combines Eddie Bauer’s legacy as the original expedition outfitter with the expertise of some of today’s most renowned mountain guides and climbers that include Peter Whittaker, Ed Viesturs, Dave Hahn, Melissa Arnot, Seth Waterfall and Chad Peele.

The guides, who have a combined 1200 days a year in the high mountains and designed First Ascent, put each piece through extensive field-testing before signing off on every detail. Their design approach was about keeping the product pure – focusing on simplification, functionality and performance. The line is a complete system, including baselayer, insulating layer, and soft and hardshell outerwear – all designed to work together to ensure the best fit, comfort and performance.

“PrimaLoft® insulation has enjoyed a long-standing partnership with Eddie Bauer and we are thrilled to be a part of its new First Ascent technical outerwear line,” said Eileen Berner, sales and marketing director of PrimaLoft®. “To get the seal of approval from such renowned mountaineers as Whittaker, Viesturs and Hahn is a true testimony to PrimaLoft® insulation’s performance as the benchmark for warmth and comfort.”

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PrimaLoft® insulation is featured in First Ascent's Serrano Jacket, Igniter Jacket, Igniter Pant and Guide Gloves – all available for men and women. The Serrano Jacket, designed for fast-forward, cold-weather sports, is an ultra-light outer layer that doubles as an insulating layer in cold, damp conditions.

“The Serrano Jacket with PrimaLoft® demonstrates cutting edge in performance insulation,” said First Ascent Guide, Seth Waterfall. “When you're working hard in the cold, this is the layer you want.”

The Igniter Jacket, built for cold, damp conditions, is ideal for use at base camp, as a belay jacket, or as a warm insulating layer on ascents of sub 8000 meter peaks. The Igniter Pant is designed for summit days on high peaks or for staying warm when hanging around base camp. The Guide Glove is a leather workhorse glove for mountaineering and skiing.

The retail price of First Ascent PrimaLoft® pieces range from \$119 - \$179.

First Ascent is available online at firstascent.com and in select Eddie Bauer stores. The line will be available at Eddie Bauer stores nationwide in October 2009.

About Eddie Bauer

Established in 1920 in Seattle, Eddie Bauer is a specialty retailer that sells outerwear, apparel and accessories for the active outdoor lifestyle. The Eddie Bauer brand is a nationally recognized brand that stands for high quality, style and customer service. Eddie Bauer products are available at approximately 370 stores throughout the United States and Canada, through catalog sales, and online at www.eddiebauer.com.

About PrimaLoft®

PrimaLoft® is a registered trademark of Albany International Corp. PrimaLoft® – *Insulation Technology*™, PrimaLoft® – The Next Generation in Yarn Technology™ and PrimaLoft® – The Luxury Down Alternative™ are featured worldwide in leading brands of outerwear, sleeping bags, gloves, footwear, accessories, socks, sweaters and luxury bedding. PrimaLoft is manufactured in the USA, Europe and Asia. For additional information, contact the Sales and Marketing Group at 800-833-3836 x2238 or visit www.primaloft.com and www.primaloftyarn.com.

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