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For Immediate Release

PrimaLoft® Products hit the Road with Backpacker® Get Out More Tour

May 5, 2009, Albany, NY – In its effort to better educate retailers and consumers about PrimaLoft® products, PrimaLoft®, a division of Albany International Corp., has signed on to be the technical insulation and sleeping bag sponsor of Backpacker Magazine’s 2009 Get Out More Tour, www.getoutmore2009.com.

Get Out More is a one-of-a-kind mobile marketing tour that features in-depth retail workshops and presentations as well as guided experiential adventures for active and aspiring outdoor enthusiasts. From April through October 2009, outdoor pros, Randy and Sheri Propster, will travel across the country visiting over 50 retailers and attending several Backpacker festivals inspiring retail associates and consumers about the latest outdoor gear, and *to get out more!*

“Our sponsorship with the Get Out More Tour is a key initiative of PrimaLoft® products’ active engagement campaign,” said Eileen Berner, PrimaLoft® Sales and Marketing Director. “It’s a fun and interactive way to demonstrate the technical properties of PrimaLoft® insulation and get our products into the hands of thousands of outdoor fans across the country. We are thrilled to be a part of it!”

About PrimaLoft®

PrimaLoft® is a registered trademark of Albany International Corp. PrimaLoft® – *Insulation Technology*™ and PrimaLoft® – *The Next Generation in Yarn Technology*™ 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 China. 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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