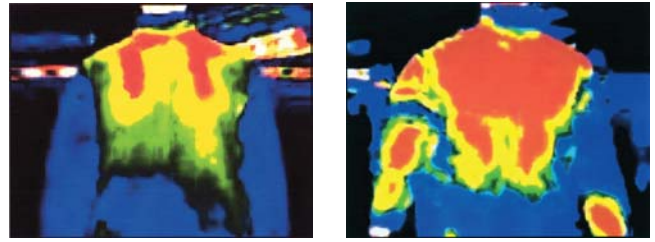


# COMFORTEMP®

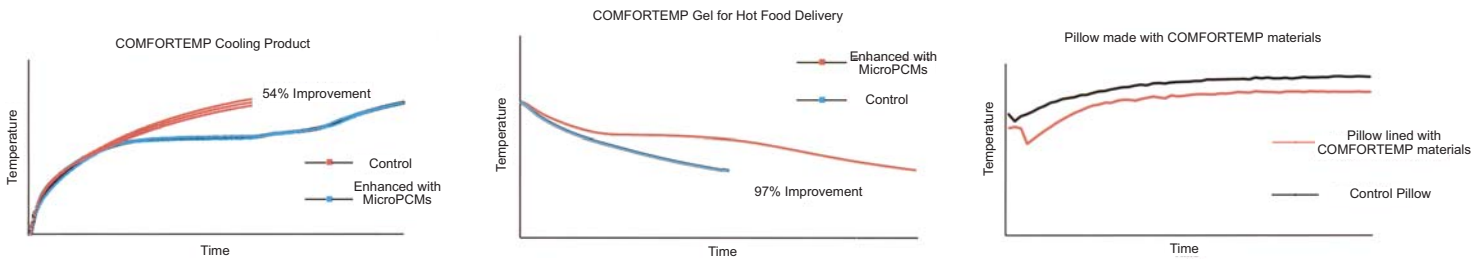
For over 10 years, **Frisby Technologies** (NASDAQ: FRIZ) has worked to develop and perfect its innovative thermal management materials. Today, through its development and application of microencapsulated phase change materials (MicroPCMs), Frisby has become a recognized, worldwide leader in this emergent technology. Frisby's advanced MicroPCM technology provides temperature-balancing qualities capable of meeting a variety of thermal management needs.

In 1997, after nearly 8 years and over 8 million dollars of research and development, Frisby introduced its first commercialised materials in polyurethane foams. The COMFORTEMP® brand was born. In 3 short years, the COMFORTEMP® brand has become recognized as the leading, dynamic climate control material in apparel and sports markets worldwide.

Today, COMFORTEMP® materials can be found in over 120 of the world's leading footwear, apparel, home furnishing, sporting goods, medical and packaging products. Tomorrow, you will find COMFORTEMP® as well as other Frisby products in your automobile, your office chair, your home and your workspace. COMFORTEMP® products have the remarkable ability to help keep you cooler when it's hot and warmer when it's cold. These unique benefits will give you temperature balancing performance and unparalleled comfort that will touch your life everyday.



The jacket with Comfortemp retains the excess heat



**Frisby Technologies**, creator of COMFORTEMP® materials, is the world-wide leader in advanced thermal management products through the use of micro-encapsulated phase change materials (Micro PCMs). COMFORTEMP materials offer a range of end uses and a variety of secondary benefits. Handwear, headwear, apparel, footwear and bedding are but some of the products to incorporate COMFORTEMP materials. Frisby has also licensed the technology to manufacturers for use in golf shoes, sailing shoes, work boots, extreme weather boots, hiking boots and fashion footwear.

COMFORTEMP products come in rubber, foams, liquids, coatings, paints, adhesives, composites, gels, leather, epoxies, powders and more, each containing Micro PCM capsules. Independent tests at Leeds University of England show COMFORTEMP materials to be up to twice as effective as trapped air insulation. It also provides a superior combination of moisture management and active temperature regulation by keeping the skin surface temperature within a narrow comfort band.

Until now, nobody has created a practical technology that will keep footwear warmer in frigid winter temperatures and cooler when in the heat of summer. During periods of activity, COMFORTEMP materials store body heat, charging the capsules. **In cold weather**, they perform like a home thermostat, automatically returning the stored heat when it senses the temperature dropping below a predetermined temperature.

COMFORTEMP materials can be continuously recharged and used by changing the level of activity or activation temperature, COMFORTEMP materials are ready to go again.

**In warm weather**, COMFORTEMP materials pull heat and moisture away from the skin to provide a cooling comfort.

Laboratory tests have shown COMFORTEMP materials can keep a person 10% warmer and rot twice as long. Tests have also shown that in warm conditions, COMFORTEMP materials can keep the inside of a boot up to 6 degrees cooler than the outside temperature. Since most insulation adds bulk and weight to footwear, designers are forced to compromise shape and style for comfort. COMFORTEMP products can also be used as a leather additive so that the insole and the upper can surround the entire foot, providing maximum comfort in both hot and cold weather, without insulation.

One way to increase sales of footwear is to increase the seasonality of footwear. To date, footwear either keeps feet warm or it keep feet from warming up. By expanding the comfort zone of footwear, the selling season for that footwear is proportionately expanded.

## The benefits are many:

- Keep feet warm in cold weather
- keep feet cool in hot weather
- keep feet both warm or cool adjusting to weather
- decrease added weight from insulation
- decrease bulk from air pocket insulation
- used in a variety of footwear production materials
- increase the seasonality of footwear categories

## The usage is unlimited:

- keep wading boots warm in icy waters
- keep winter boots the warmest
- keep golf shoes cool on summer greens
- keep running shoes cool during cross country runs
- keep hiking boots cool on the trail, warm at night
- keep dress shoes warm and stylish, without bulk
- keep work boots warm in winter, cool in summer.

