



FOR IMMEDIATE RELEASE

CORE CONCEPTS LAUNCHES CONVERTIBLE APPAREL LINE FOR SPRING 2009
"Zip Flip & Stash" Apparel to Debut at Outdoor Retailer Summer Market

BOISE, Idaho – Outdoor apparel company **Core Concepts** launches a new line of men's and women's convertible clothing for outdoor enthusiasts looking for lightweight "Zip Flip & Stash" apparel. Core Concepts will exhibit at Outdoor Retailer Summer Market in Salt Lake City, Utah, August 8-11 in **Booth 41167**.

The convertible features have been incorporated into two categories - base layers and rainwear – featuring technical tops that easily convert into compact, lightweight packs with our "Zip Flip & Stash" system.

The base layer category includes two styles of men's and women's base layers – the *Sprint Zip Neck* and *Sprint Crew Neck*. The long sleeve base layers are made using Cocona® fabric that is quick-drying and features UPF 50 sun protection and natural odor protection. The *Sprint* base layers are perfect for transition-less, on-the-go pursuits such as hiking, trail running and mountain biking.

The rainwear category features the men's *Escape Jacket* (12 oz.) and the women's *Escape Jacket* (10 oz.). The shells are made from 2.5-layer laminate fabric that is fully-taped, waterproof, breathable, and ultra-lightweight. These hooded jackets convert into a compact, secure waist-pack that includes a small exterior stash pocket to hold the essentials. Also included in this category is the *Monsoon to Market Jacket*, a fully-taped, waterproof, breathable, ultra-lightweight, hooded shell that converts into a casual sling-style purse with a button-down front flap. The purse features a built in zippered pocket to hold essentials. The *Monsoon to Market Jacket*, weighing only 9 ounces, is a perfect companion for travel, outdoor festivals and weekend farmer's markets.

In addition to its new convertible line, Core Concepts will introduce a collection of Bamboo/Organic cotton tops with custom designed prints for men and women. Aside from being incredibly soft and naturally antimicrobial, bamboo fibers are hollow, which allow for excellent moisture transport and bamboo is one of the fastest growing plants in the world. Bamboo does not require any pesticides or irrigation to cultivate, making a lesser impact on the environment.

Core Concepts is an outdoor apparel company featuring top notch performance layers that combine the highest quality technical fabrics with unique design elements and custom print accents. The 2009 collections feature base, mid-weight, and soft shells that are designed to be multi-sport and multi-climate capable, offering the ultimate flexibility for outdoor enthusiasts who want to go from the slopes and trails to the downtown coffee shop all in the same day.

-more-

Based in Boise, Idaho, Core Concepts launched into the outdoor apparel industry in 2007. As part of its commitment to giving back, Core Concepts participates in 1% For The Planet in order to help preserve and protect the natural world. For more information visit www.corelayers.com.

#

Media Contact: Erin Bryan / Core Concepts
Cell: (208) 949-6577
erin@corelayers.com