

FOR IMMEDIATE RELEASE



CONTACT:

Cathy Groves
DRI DUCK Traders
913-234-6235
913-234-6280 fax
cgroves@driducktraders.com
www.driducktraders.com

DRI DUCK TRADERS ANNOUNCES PLANS TO USE SCHOELLER TECHNOLOGIES 3XDRY® TECHNOLOGY IN PRODUCT DEVELOPMENT

Overland Park, KS, October 2008- DRI DUCK Traders, an apparel company specializing in work wear and active lifestyle clothing, will partner with Schoeller Technologies to utilize its 3XDRY® technology in the development of new products. 3XDRY® combines two technologies that prevents noticeable perspiration marks, generates a cooling-effect and improves dirt and water repellence. DRI DUCK Traders expects to launch a clothing line featuring the technology by Spring 2009.

DRI DUCK was established in 2003 as parent company, DRI, recognized the distinct needs of active workers and outdoorsmen. Since that time, DRI DUCK products have become increasingly known for their strength and adaptability – giving them the leverage needed to partner with Schoeller Technologies. "Schoeller is very selective in who they work with," says Scott Tubbs, Vice President and General Manager at DRI DUCK Traders. "We're honored to be given this opportunity. We believe our customers will be just as excited as we are," explains Tubbs.

Developed in Switzerland, 3XDRY® was created based on the world's strictest production standards in terms of environment and health and safety requirements. Clothes finished with 3XDRY® keeps moisture away from the skin in almost every fashion by repelling water on the outside and absorbing moisture on the inside. "Partnering with Schoeller seemed like a natural fit," said Tubbs, "Imagine coupling the 3XDRY® technology with that of our own high quality, innovative fabrics. We're excited about things to come with this new relationship."

The revolutionary 3XDRY® marries two technologies into one textile: on the outside the textile is finished with a water-repellant treatment, where the inside services the role of perspiration absorption. The end result is a feature-rich fabric that repels water, dirt and stains on the outside and provides moisture absorption for quick evaporation on the inside. Schoeller claims the "feel good technology" fabric provides triple function: 1) dry on the outside, 2) dry on the inside and 3) dry in a flash.

Next generation fabric technology is at the core of DRI Duck's culture. What they don't design and develop in-house, they seek from best of breed partners like Schoeller. In an effort to bring the best and highest quality products, both in craftsmanship and design, to their brand conscience customers, DRI DUCK has made a commitment to innovation and is a dedicated partner in the continued development and pursuit of fabric technology in outwear and jackets. DRI DUCK offers a score of water repellent, water resistant and water proof treatments in a large variety of styles amidst the brand's signature collections, including: DDX performance apparel, Sawtooth workwear, Nano-fleece jackets, Organics apparel and Authentic Wildlife Series™ headwear.

About DRI DUCK Traders: DRI DUCK Traders is an apparel company specializing in clothing for the active worker and outdoor enthusiast. Their product line consists of a full range of jackets and headwear created with appearance and performance in mind. Their parent company, Design Resources, Inc., is a world-class product development company specializing in the design, sourcing and importing of quality apparel.

About Schoeller Technologies AG: Schoeller Technologies AG is located in Switzerland and is a globally active licensing company for innovative textile technologies. The company furthers the development of new pioneering textile technologies through the deployment of international and interdisciplinary R&D teams and holds the intellectual property rights (patents and trademarks). Besides its allocation of technology and trademark licenses, the company distributes technology products and supports licensees in technical matters, as well as in marketing and sales.

#