



**News Release
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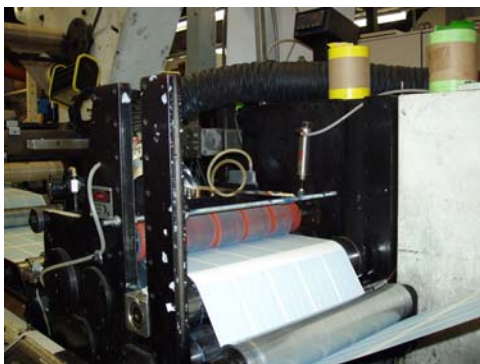
**Outlast Demonstrates Versatility of Technology with New Cold Wrap™ Label;
Collaborates with Smyth Companies and Coors Brewing Company**

Boulder, CO. – May 25, 2006 — Outlast Technologies, Inc. and Smyth Companies, Inc. announce the introduction of an innovative new temperature-buffering label, the Cold Wrap™.



In collaboration with Minnesota-based Smyth Companies, Outlast has developed a label for Coors Brewing Company that deflects heat from your hand to keep beer colder, longer. The Cold Wrap™ label, incorporating the temperature-buffering benefits of Outlast® technology, will appear on Coors Light bottles this summer.

The silver Coors Light Cold Wrap™ label is a 360-degree premium wrap with a tactile finish. The backside of the label is coated with Outlast® technology to create a barrier between the container



Outlast Cold Wrap™ label on press

and your warm hand. In essence, the label acts like a koozie to protect the beverage inside the glass container. So your beer stays cold, not your hand. The label is composed of Outlast® material and a lamination of clear polyester to metallized polyester. The labels are finished and shipped to Smyth's Golden, Colorado, bottle labeling facility where they are applied with B & H machinery.

Outlast has been the market leader for phase change materials over the past 10 years with an extensive list of high-profile brand partners who incorporate Outlast® technology into their

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apparel, footwear and bedding collections. “This is our first foray into the labeling and packaging industry,” said Dr. Pat Gruber, President and CEO of Outlast Technologies. “Outlast is continually researching and developing new applications for our technology that we can offer our partners. With Smyth, we were able to combine our technical expertise to make an intuitive jump into a new labeling process and thus into a new industry where we can offer continued proof of performance for the brand.”

Outlast and Smyth had been working in concert with Coors since 2004 to develop this unique label. John Hickey, CEO of Smyth Companies commented, “Smyth is a 125-year old family run label printer. We have worked with hundreds of technologies in the past that enhance labels. Along with Coors, we recognized the potential for using Outlast® technology to buffer temperature. Outlast has brought persistent wisdom to the project to bring us a thermal property label that is a win for Smyth, a win for Outlast and a win for the consumer. We look forward to continued collaboration with Outlast.”

Outlast Technologies, Inc. and Smyth Companies, Inc. hold the patent for this application with Coors Brewing Company. Cold Wrap™ bottles, which are exclusive to Coors Light beer for the next year, will be available in bars and restaurants this May.

ABOUT OUTLAST TECHNOLOGIES, INC.

Outlast Technologies, Inc., a privately held U.S. corporation, is the worldwide pioneer in developing phase-change materials and applications. Outlast's mission is to make products that enhance people's lives through temperature balance. Outlast has launched temperature-regulating technology in apparel, footwear, bedding and accessories. Originally developed for NASA, Outlast® fibers, fabrics and coatings contain patented microencapsulated phase-change materials called Thermocules®, which store, absorb and release heat, providing increased comfort for consumers. For more information visit www.outlast.com.

ABOUT SMYTH COMPANIES

Serving the industry for over 125 years, Smyth Companies is the leading integrated producer of lithographic and pressure-sensitive labels, package-centered promotional vehicles, point-of-purchase displays, and label application equipment. Please visit www.smythco.com for more information.

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Contacts: Amélie Company – Robin Ashmore or Annie Coghill (303) 832-2700

Outlast Technologies, Inc. - Heather Listoe (303) 381-2106

Smyth Companies, Inc. – Bill Orme (651) 643-2235