

Press release

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P2i Inc. expands into heart of US West Coast footwear market

Leading liquid repellent nano-coating technology company, P2i Inc., has expanded its growing presence in the US market with the appointment of Joy Gruver as Sales Manager for Footwear and Performance Textiles, based on the West Coast.

Earlier this year P2i Inc. opened its East Coast office in the Herty Advanced Materials Development Center, Savannah. This West Coast appointment is the latest stage in P2i's rapid expansion and, being based at the heart of the US footwear industry, demonstrates the company's firm commitment to expanding ion-mask™, P2i's brand for footwear, outdoor clothing and accessories, beyond its already impressive customer base, including Hi-Tec, adidas Golf, Nike, ECCO, Van Dal and MAGNUM.

Joy will be based in Los Angeles and has a strong background in footwear and performance textiles. After graduating from the University of Massachusetts, Joy worked for Cosmo/Starensier, providers of specialist footwear and apparel performance fabrics. She then moved on to Optimer, working on moisture management technology for apparel applications, before becoming a freelance fabric consultant.

Commenting on her appointment Joy said: "I am pleased to be joining P2i at such an exciting time. I see my sales manager role as taking on the need to educate brands about the latest protective technology and taking these developments through from manufacturing to retail of high performance footwear – in short developing the whole business cycle."

ion-mask™, technology by P2i, works by applying a nanometre-thin polymer layer over the entire surface of a product. Using an ionised gas (plasma), this layer is molecularly bound to the product surface and does not alter the look or feel of the treated object. This highly innovative technology enables manufacturers to dramatically improve the performance of their products by protecting them from the effects of water and all other liquids.

For footwear, ion-mask™ delivers two crucial benefits; firstly it stops external water getting in and secondly it encourages evaporated perspiration to flow out. As a result, shoes dry out more quickly, won't get heavier over time and maintain the natural airflow of their construction material.

P2i's technology is also demonstrated in the field of consumer electronics by its Aridion™ brand, while industrial applications include bio-consumables, filtration and engineered textiles.

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Notes for Editors

About P2i

P2i is the world leader in liquid repellent nano-coating technology. We make good products great by applying innovative science. Our revolutionary technology enables our customers to improve the performance of their products and protect them from the effects of water and all other liquids. This builds value by commanding premium prices and/or reducing costs.

P2i was established in 2004 to commercialise liquid-repellent treatments developed by the UK's Ministry of Defence. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a wide range of markets including performance textiles, filtration media and bio-consumables.

The presence of P2i's technology in footwear, outdoor clothing and accessories is demonstrated by its consumer brand ion-mask™, currently available in premium footwear products from Hi-Tec, adidas Golf, Nike, MAGNUM, ECCO and Van Dal. In the field of electronics, the presence of P2i's technology is demonstrated by its Aridion™ brand, specifically in the global hearing aid market.

See www.p2ilabs.com for more information. Corporate enquiries to:

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How P2i technology works

P2i's technology works by applying a nanometre-thick polymer layer over the entire surface of a product. Using an ionised gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimises liquid absorption from outside elements and evaporated perspiration.