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CORDURA® Fabric Featured in *Backpacker Magazine's* Editor's Choice Pack

Granite Gear's Blaze AC 60 Pack Incorporates CORDURA® Brand Fabric for Added Durability and Ergonomics

WICHITA, Kan. – May 12, 2011 – Granite Gear's Blaze AC 60 Pack, constructed with CORDURA® fabric, a trademark of INVISTA, earned the 2011 *Backpacker magazine* Editor's Choice Award. The pack, featuring 100D ripstop CORDURA® Ultralite fabric and 210D CORDURA® Lite fabric, is recognized for integrating Granite Gear's ultra-light technology to create a pack with the ultimate combination of comfort, load control and durability.

Designed as a light weight 60 liter pack, the Blaze AC 60 is targeted to meet the needs of the long-distance hiker. Simple in nature, this minimalistic pack provides optimal comfort, suspension, compression and exceptional durability. The AirCurrent suspension consists of a three-dimensionally molded, alloyed frame and padded shoulder straps. With the ability to quickly adjust the torso length and hip belt, the Blaze AC 60 pack offers custom tailoring to fit the user's specific height and waist.

"As a lightweight pack with a best-in-class suspension for heavy loads, the Blaze AC 60 pack was the clear winner for the 2011 *Backpacker magazine's* Editor's Choice Award," said Cindy McNaull, global CORDURA® brand and marketing director. "We are honored to collaborate with Granite Gear to create durable, lightweight, versatile fabric solutions that help to enhance the outdoor experience for any adventurer."

The pack's AirCurrent frame has molded air channels and foam pads and durable stretch mesh, which allow for natural evaporative cooling. The Blaze AC 60 pack also provides users with the option of packing with or without a lid. The LineLoc Lid, which can also convert into a hip-pack, can easily attach to the pack to provide added main compartment space, as well as internal pockets perfect for storing small items separately. Available in a variety of colors and torso lengths, this pack combines comfort with stability to ensure outdoor enthusiasts are able to pack all their equipment and essentials into a lightweight, long-lasting pack.

To learn more about Granite Gear's Blaze AC 60 pack, as well as CORDURA® Classic fabric technology, please visit www.granitegear.com or www.CORDURA.com.

About Granite Gear

Since the company's inception in 1986, innovation has always been the driving force at Granite Gear. Combining a genuine approach with a passion for improving quality and performance in the outdoors, Granite Gear has gained worldwide recognition as a leader in the design and manufacturing of quality backpacks, packing systems, canoe gear, and many thoughtful solutions to technical outdoor gear. Headquartered in Two Harbors, Minnesota, Granite Gear is all about building gear that will last.

(more)



CORDURA® Classic Fabric Featured in Granite Gear Pack – 2

About CORDURA® brand

INVISTA's CORDURA® brand essence celebrates individual durability: *As Long As The World Is Full Of Durable People, We'll Keep Making Durable Fabrics™*. Known for its resistance to abrasions, tears and scuffs, CORDURA® fabric is a primary ingredient in many of the world's leading high-performance gear and apparel products ranging from luggage, upholstery and backpacks to footwear, military equipment, tactical wear, workwear and performance apparel. The CORDURA® brand is a registered trademark of INVISTA, one of the world's largest integrated polymer, intermediates and fibers businesses. To distinguish the CORDURA® brand, the word "CORDURA®" must be spelled out in all caps, used with an ®, and followed by the word "brand" or "fabric."

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit www.CORDURA.com and follow us on Facebook, <http://facebook.com/CORDURABrand>, and Twitter, <http://twitter.com/CORDURABrand>.

About INVISTA

INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVA™, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information, visit www.INVISTA.com.

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