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CORDURA® Classic Fabric Featured in New Kelty® Vintage Pack Series

Kelty® opts for 500d CORDURA® Classic fabric in retro packs for added durability and modern functionality

WICHITA, Kan. – April 20, 2011 – Kelty®, a leading outdoor brand, is once again incorporating CORDURA® fabric in their recently released vintage pack series to provide retro looks and long-lasting durability. Each pack, recreated from previous Kelty styles and featuring 500d CORDURA® Classic fabric, has a distinctive heritage-inspired look that offers today's active individual the versatility, performance and durability reminiscent of yesteryear.

The Kelty® Vintage series is power-packed with a wide array of functional capabilities, and includes:

- Lark- Simple and compact, the Lark provides the perfect amount of space needed to carry everyday essentials. Hide-away shoulder straps add versatility for work, school, or travel.
- Daypack- Distinguishable in shape and light in weight, the sleek Daypack is a modern staple item for any urban on-the-go trendsetter. This easily transportable pack features an authentic ice axe loop, leather accents and even has an internal organizer to help keep personal items in place.
- Mockingbird- A true replica, this pack is poised for modern urban life with its authentic leather accents and padded adjustable shoulder straps. With exceptional functionality, it is proven to outlast many a tough environment.
- Cycle Hiker- Exuding 1960's style, the Cycle Hiker comes with padded adjustable shoulder straps, internal organizers and easy to access pockets.
- Cargo Drum- 1970s inspired, the Cargo Drum bag is a simple and classic bag, perfect for any occasion. Available in three different sizes each with a unique color, the Cargo Drum comes with carrying handles and a removable shoulder strap.
- Wren- The classic look of this vintage 1960s-styled pack is uniquely detailed with metal zippers, leather lash tabs and the retro Kelty® logo.

"The new Kelty® vintage pack series, featuring CORDURA® Classic fabric, is perfect for the outdoor enthusiast who wants high-performing durability with urban styling," says Cindy McNaull, global CORDURA® brand and marketing director. "The authentic retro series offers a wide selection of packs that draw from 1960's and 1970's inspiration. Combined with modern functionality, each pack is designed to meet the specific needs of today's active outdoor enthusiasts."

The CORDURA® Classic fabric compliments the pack and provides added strength, enhanced performance and increased abrasion resistance. Available in a wide variety of vintage colors, shapes and sizes, the Kelty® Vintage series, featuring 500d CORDURA® Classic fabric, helps guarantee long lasting durability and style.

To learn more about the new Kelty® Vintage pack series as well as CORDURA® Classic fabric technology, please visit www.kelty.com or www.CORDURA.com.

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CORDURA® Classic Fabric Featured in New Kelty® Vintage Pack Series – 2

About Kelty®

KELTY is based in Boulder, Colorado, and uses the natural backdrop of the Rocky Mountains to test, create and continually innovate within their diverse outdoor product families of Backcountry, Trail, Vintage, Lighting, Basecamp and KIDS. Kelty combines the best in new technology with a healthy dose of common sense to create exceptionally made, affordably priced outdoor products. For more information on Kelty, please go to www.kelty.com, or call 800.423.2320.

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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