

Media Contact:
Verde PR
Theresa Blake
Theresa@verdepr.com
970.259.3555



PrimaLoft and Eastern Mountain Sports Team Up at Americade Rally *PrimaLoft and EMS to exhibit at the world's largest multi-brand motorcycle rally*

ALBANY, New York (June 8, 2010) -- [PrimaLoft](#)[®], the world's best synthetic insulation, will exhibit at the [Americade](#) motorcycle rally and expo in Lake George, New York from June 8th through June 12th.

PrimaLoft will make its debut appearance at the Americade TourExpo, booth #932, located on Million Dollar Beach, near the DEC Beach House.

PrimaLoft is featured worldwide in leading brands such as The North Face, Harley Davidson, EMS, Ski-Doo and Spyder as the insulation of choice for outerwear, sleeping bags, gloves, footwear, accessories, socks, sweaters and luxury bedding with outdoor brands. PrimaLoft insulated products are ideal for powersports enthusiasts providing superior thermal properties and excellent water repellency in addition to being lightweight, soft and extremely compressible. Additionally, gloves made with PrimaLoft provide enhanced dexterity without bulk.

The PrimaLoft booth will be co-hosted by Eastern Mountain Sports (EMS), who will offer pro-deal sales to attendees of their popular Velocity sleeping bag, made exclusively with PrimaLoft synthetic insulation, and a popular favorite among road riders due to its high performance and lightweight properties. At just over two pounds, the EMS Velocity 30 degree sleeping bag is ideal when weight and space are at a premium. A limited number of EMS Velocity bags will be available for sale at the PrimaLoft booth for \$189-\$199, at a discount of 20% off retail prices.

Spyder will also have a presence at the PrimaLoft booth, displaying some of their key PrimaLoft insulated men's and women's gloves. The Spyder Classic Long Leather Gloves are available in men's and women's designs and are manufactured for spring-through-fall use. The gloves are ideal for cooler days due to the PrimaLoft insulation integrated into the glove design. The palm of the glove is reinforced with kangaroo leather for superior grip and durability. Shaped fingers and molded knuckles provide maximum fitted comfort and increased protection. The Spyder Classic Long Leather Gloves insulated with PrimaLoft retail at \$119.99. Several pairs of the Spyder gloves will be raffled off at the PrimaLoft booth.

Since the event's inception in 1983, Americade has since become the world's largest multi-brand touring rally attracting over 50,000 people each year.

“PrimaLoft is proud to participate in this year’s Americade rally, a momentous event that takes place in our own backyard,” said Eileen Berner, director of sales and marketing for PrimaLoft – a division of Albany International Corp., based in Albany, New York. “We are grateful for the opportunity to engage with so many touring enthusiasts in the Adirondacks and look forward to supporting the rally.”

Attendees are encouraged to stop by the PrimaLoft booth to learn more about PrimaLoft Insulation Technology, take the “PrimaLoft Challenge,” and enter to win prizes, including EMS Velocity sleeping bags and Spyder gloves.

For more information about PrimaLoft, visit the company [website](#) or check out Americade online for the most up-to-date event info [here](#). Follow the PrimaLoft® conversation online at [Facebook](#) and [Twitter](#) to stay up to date on the latest happenings and company news.

About PrimaLoft:

PrimaLoft® is a registered trademark of Albany International Corp. PrimaLoft insulation was originally developed for the US Army as a water-resistant synthetic alternative to down. Today, PrimaLoft is regarded as a research and development leader in high performance insulations and yarns, which provide warmth and comfort from head to toe. Its family of products are manufactured in the US, Europe and Asia. The PrimaLoft brand is recognized globally and is used in leading outdoor and fashion brands, home furnishings, work wear and military applications. For more information, please visit www.primaloft.com and www.primaloftyarn.com.