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## **CW-X DEBUTS VENTILATOR: FIRST EVER**

### **WARM WEATHER TIGHTS FOR SPRING 2008**

#### **Women's Line Adds New Lite Support Bra, LiteFit Top**

**NEW YORK, N.Y. (July 9, 2007)** – The Wacoal Sports Science Corporation, makers of CW-X® Conditioning Wear ([www.cw-x.com](http://www.cw-x.com)), have announced the debut of Ventilator, the first conditioning tights made to accommodate warm weather running in temperatures up to 75 degrees F. (24 degrees C). Also new for Spring 2008: the successful CW-X Sport Support Bra line will add the Lite Support Bra for A/B cup sizes, and the LiteFit collection introduces new colors and a spaghetti strap top for women.

New Spring '08 CW-X performance apparel will debut at the Outdoor Retailer Summer Market, Aug. 9-12, in Salt Lake (booth no. 38150).

The new summer weight tights feature built in “air conditioning” thanks to stretch mesh Ventilator panels over the quadriceps and calf muscles to reduce heat build up. The locations of the Ventilator panels were selected based on thermal imaging of athletes’ legs during running. The tights are constructed of 80% Coolmax and 20% Lycra. All Ventilator tights include the patented CW-X Conditioning Web, which provides targeted support to key muscles and joints, specifically the knee, quadriceps, calf,

iliotibial (IT) band and hip flexors, to increase muscular efficiency and allow athletes to perform beyond their capabilities in conventional tights. Sug. Ret. \$96.

The newest addition to the CW-X bra line is called Lite Support, and will be available in A/B sizing. The bra features a floating, T-shaped version of CW-X's Soft Support web for comfortable motion control, a mesh back panel for extra support, and Dry-Zone R506 fabric. Dry-Zone offers quick-dry moisture wicking and SPF (UPF) 50 UV protection through the use of zinc titanium fibers. It also features anti-bacterial silver fibers and four-way stretch comfort. Sug. Ret. \$40.

A spaghetti strap top for women has been added to CW-X's line of ultra lightweight LiteFit stretch tops. Available in various silhouettes, this anti-bacterial, four-way stretch Healtha+ fabric is moisture wicking and protects against U.V. radiation. Sug. Ret. \$40.

The women's LiteFit collection will also add rose pink and turquoise colorways, while men's silhouettes will now be offered in red.

CW-X applies the principles of kinesiology – the study of human movement – to create a line of athletic wear which functions in concert with the body. Built-in patented Conditioning Web technology supports joints and muscles at critical points to enhance performance and help prevent injury and improve athletic performance.

The CW-X brand is the world's first truly anatomically engineered high performance sports apparel. Wacoal Sports Science has been issued patents for CW-X technology in Japan and Europe, with 15 patents in the U.S. alone.

The product is endorsed by USA Luge, the U.S. Bobsled and Skeleton Federation, world-class master sprinters, adventure racing teams, mountain climbers, ultra distance racers, and the company's Sports Medicine Advisory Board.

The Wacoal Sports Science Corp. is headquartered at 136 Madison Avenue, New York, N.Y. 10016, 212 743 9636, [www.cw-x.com](http://www.cw-x.com).

Editor's note: For images of CW-X Spring 08 apparel, contact Jamie Gribbon, 203 655 1600, [Jamie@blumenfeldpr.com](mailto:Jamie@blumenfeldpr.com).

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