



FOR IMMEDIATE RELEASE

RadiciSpandex Corp. Introduces RadElast®

U.S.-based Spandex Supplier Launches New Brand Identity for its Roster of Performance Stretch Fibers to Support Customers in End-Use Markets

Gastonia, NC, October 17, 2008 --- RadiciSpandex Corp., the U.S. arm of the Italian global fibers conglomerate RadiciGroup, has advanced its ongoing commitment to strengthen the business efforts of the textile, apparel and retail markets in today's challenging environment by introducing an exciting brand identity program for its well-known family of performance spandex products. Effective November 2008, all RadiciSpandex stretch fibers will carry the brand name RadElast®.

The creation of the registered RadElast® brand is the culmination of a comprehensive corporate identification initiative implemented by RadiciSpandex parent company RadiciGroup among its diverse fiber and textile divisions throughout the world, including RadYarn®, Radifloor® and RadiGreen, among others. After a lengthy deliberation over multiple candidates, executives at RadiciSpandex Corp. and RadiciGroup selected RadElast®, which combines the respected Radici name with *elastane*, the European term for spandex, to symbolize the powerful combination of the RadiciGroup heritage as a worldwide leader in fiber technology with the diverse benefits of spandex.

The RadiciSpandex RadElast® branding program will be available to fabric mills, manufacturers, designers and retailers in all end-use markets free of licensing fees as an optional value-added tool to enhance their marketing efforts. RadiciSpandex will provide customers approved for participation in the program attention-getting hangtags that communicate the specific benefits of RadElast® fibers throughout the supply chain. The hangtags, jointly created with the design team based at RadiciGroup's headquarters in Bergamo, Italy, will feature the sleek, contemporary RadElast® logo in combinations of RadiciSpandex's signature corporate colors: red, white and black. An extended streak beneath the RadElast® name graphically conveys the movement and elongation of spandex fiber.

"In line with all new initiatives at RadiciSpandex Corporation, the introduction of the RadElast® brand is intended to support and help build our customers' businesses," said RadiciSpandex Corp. CEO Marty Moran. "We have created this brand icon as a means to add excitement to our customers' sales communications, thereby supporting efforts at retail. The RadElast® hangtag program will educate the end user about the benefits our fibers bring to fabrics in a variety of categories. Customers who are approved to feature our hangtags on their products will not be charged for use of this new educational asset."

In addition to the hangtag, the RadElast® logo will be incorporated into all RadiciSpandex communications tools, including its 2009 trade advertising campaign, public relations materials, brochures and sales collateral as well as an updated Web site.

End uses for RadiciSpandex fibers, which will now be identified by their established code names in combination with the RadElast® brand, include swimwear, lingerie, activewear, hosiery, denim, sportswear, nonwovens, narrow fabrics, personal care, medical and industrial applications.

RadiciSpandex Corp.'s versatile roster of high-performance RadElast® stretch fibers offer a wide range of features that enhance elongation, compression, shape retention and fabric appearance. Highlights of the range include:

- **S17B** – This versatile high-performance spandex boasts multiple features that benefit a number of end-use markets. Resistance to chlorine, UV rays and suntan oils makes S17B an excellent component in fabrics for swimwear. An inherent brightening feature, meanwhile, produces a pristine shade of white, which is a top-selling color in the intimates market. The fiber makes fabrics print more vibrantly and is well suited for activewear.
- **S17PC** – A version of S17 produced for the nonwovens industry, S17PC is a popular fiber in the baby diaper market and in adult incontinent products. Recent investments in RadiciSpandex’s manufacturing processes have enhanced quality and output efficiencies in production of S17PC. The company’s focus on product customization has yielded a colored version of this nonwovens fiber as a decorative element in baby diapers that has the functional benefit of differentiating the front and back of diapers.
- **SRB** – One of RadiciSpandex’s newest innovations is a premium black spandex that produces a consistent shade of black, eliminating spandex grin-through when fabrics are stretched. This fiber, which also serves as a design element in fabric, is particularly attractive to the ready-to-wear, intimate apparel, swimwear, and activewear markets, among others.
- **S45** – Fabric mills working with polyester stretch fabrics benefit from the high temperature-resistance of this polyether-based spandex that has 18 percent more modulus, denier for denier, giving lighter fabrics more control. S45 enhances warp knit and circular knit fabrics used in activewear, intimate apparel, and control garments, and provides chlorine resistance for swimwear. The fiber is available in flexible minimum order quantities.
- **S85** – RadiciSpandex’s versatile clear spandex has enjoyed longtime use in markets as diverse as legwear, ready-to-wear, medical applications, circular knits, warp knits, covering, and nonwovens. S85 offers excellent dyeability, tensile strength and shape retention.

RadiciSpandex fibers are produced in the United States. RadiciSpandex’s ISO 9001-certified facilities include its Gastonia base and a manufacturing plant in Tuscaloosa, Alabama. The company is known for its personalized customer service and technical expertise, which has produced versatile, high-performance fibers that provide today’s fabrics with excellent shape, fit and appearance. RadiciSpandex RadElast[®] fibers are Oeko-Tex certified and are NAFTA, CAFTA, CBI, and Andean Pact compliant.

About RadiciSpandex Corp.

Based in Gastonia, NC, RadiciSpandex Corp. is a U.S. subsidiary of RadiciGroup, a \$1.5 billion entity that employs over 4,100 employees at 38 production units worldwide. RadiciGroup is today one of the most active Italian chemical groups on an international level whose diversified business activities focus on chemicals, plastics, fibers, textiles and auxiliary activities. Synthetic fibers (nylon, polyester, polypropylene and spandex/elastane) are the core activity of the group with the main fields of application being: apparel, home furnishings, automotive and sports as well as cutting-edge materials for technical uses. For more information on RadiciSpandex and RadiciGroup, visit www.radiciSpandex.com and www.radicigroup.com.

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NOTE TO EDITORS: **High resolution artwork of the RadElast[®] Logo is available upon request.**

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