



PRESS RELEASE

June 10, 2016

Polygiene and White Sierra partner to deliver odor-free apparel to the outdoors market

White Sierra is a family-owned business that makes apparel for the entire family for all outdoor activities, including ski and winter wear, hiking, fishing and all outdoor family events. White Sierra will introduce the advantages of Polygiene Odor Control Technology to their consumers in both their Trail and Travel collections beginning Spring 2017.

“Product is the soul of White Sierra. We feel that offering compelling product with technology while still keeping the value story is very important to our customers. Polygiene is a well-known technology in the outdoor industry with a reputation to partner with some of the top brands in the marketplace” says Larry Tsui, VP Sourcing & Production, White Sierra.

White Sierra has been located in Sunnyvale, CA for 36 years and is proud to be family owned and operated and offer the highest quality apparel for outdoor activities for the entire family.

“We are proud and excited to begin our partnership with White Sierra. It is great to be working with a family-owned company that offers quality outdoor apparel for the entire family,” says Christian von Uthmann, CEO of Polygiene.

The White Sierra Spring 2017 knit tops will include a total of nine Polygiene treated styles in both the Trail and Travel collections. The women’s Trail line includes two styles of tank tops, a short-sleeve tee and a ¾ sleeve tee. The men’s Trail line options will include a short sleeve tee and a long sleeve quarter zip. In the Travel line, the Polygiene treated garment options include a women’s short sleeve tee, a women’s striped short-sleeve tee and a women’s ¾ sleeve tee.

For press images and more information please visit www.polygiene.com/ir.

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About Polygiene

Polygiene Odor Control Technology is a world-leading technology for odor control. The company is recognized as the global provider of Stay Fresh solutions for clothing, sports equipment, lifestyle textiles and other materials. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 100 global premium brands have chosen to use Polygiene in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Remium Nordic AB acts as its Certified Adviser.

About White Sierra

White Sierra is a 35-year old family-owned company that makes quality outdoor apparel for the whole family. We have built our business one relationship at a time, focusing on what matters most to our employees, customers and consumers. We know that most people don't need to climb a mountain or kayak through rapids to enjoy the outdoors. Our outdoor apparel fits **YOUR OUTDOORS**, whether that's going for a day hike with your family or playing frisbee in the park with friends. White Sierra is everyday clothes for real people who enjoy everyday outdoor activities. While the world of fashion, performance and adventure clothing continue to blend, we remain steadfast in our commitment to offer product for the entire family..... wherever your journey may take you. *Just Think Outside!*