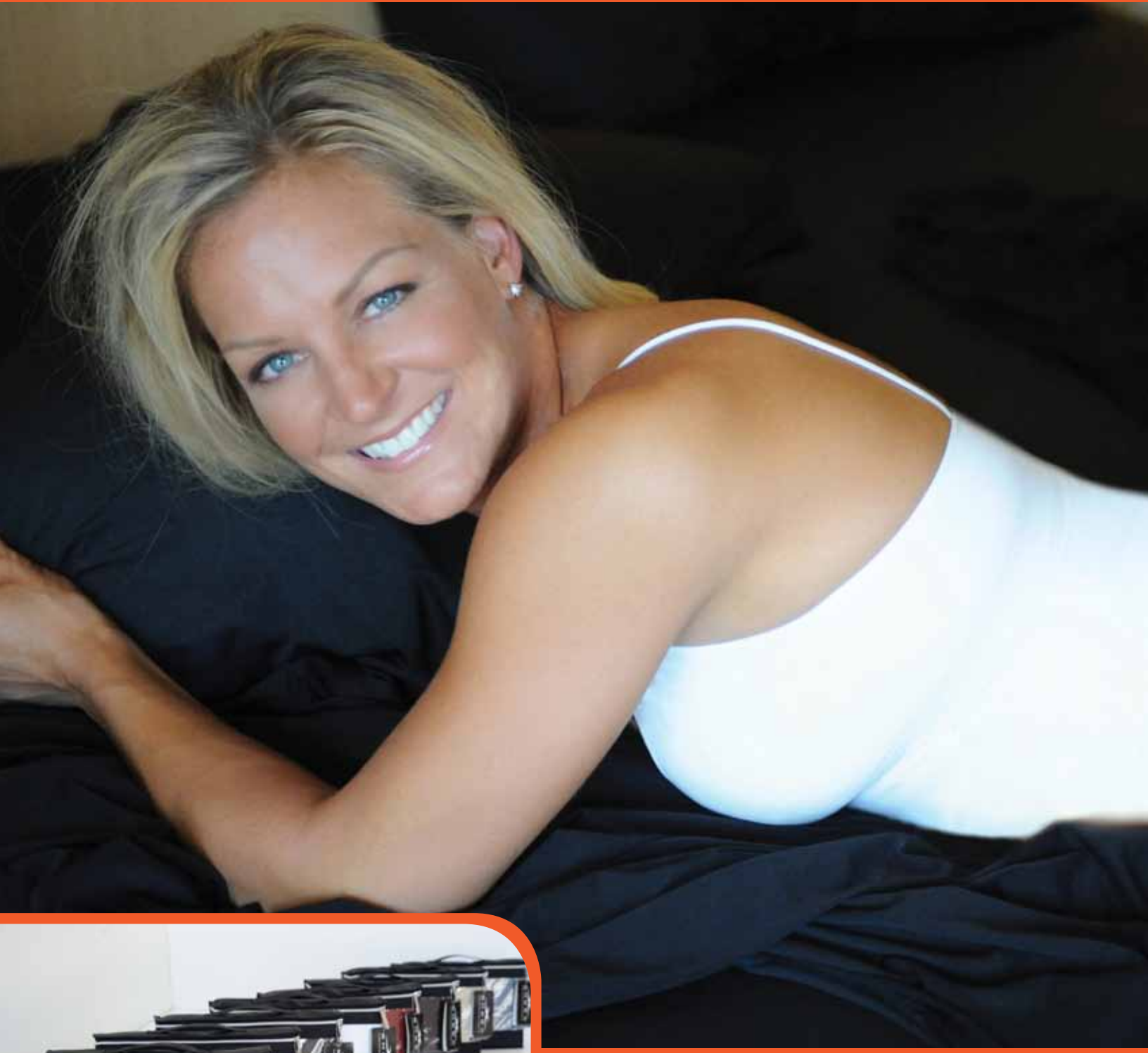



S H E E X[®]
P E R F O R M A N C E S H E E T S



Introducing the World's First Performance Sheets

DESIGNED BY ATHLETES TO OFFER THE
OPTIMUM ENVIRONMENT FOR BETTER SLEEP

**SLEEP BETTER.
PLAY BETTER.
LIVE BETTER.**

WHAT ARE SHEEX?

Inspired by the finest athletic performance fabrics, SHEEX Performance Sheets were created to offer a superior level of comfort and performance to help you sleep better.

SHEEX offer a unique fusion of maximum comfort found only in the finest bedding and

the performance benefits consumers have come to appreciate from premium athletic performance fabrics. **The result is the next generation in bedding that provides enhanced comfort, temperature control, breathability and moisture-wicking capabilities.**

THE SHEEX PERFORMANCE TEAM

SHEEX were developed by nationally recognized coaches/athletes Susan Walvius and Michelle Marciniak after witnessing first-hand the evolution of performance fabrics in athletics.

Susan Walvius graduated from Virginia Tech in 1986 and went on to coach Division I women's college basketball for 21 years. She was an assistant coach at Bradley University and the University of Rhode Island before being hired as the youngest Division I head coach in the nation at Virginia Commonwealth University. Susan was the head coach at West Virginia University before finishing her career at the University of South Carolina, where she was head coach from 1997-2008 and was the 2002 Southeastern Conference Coach of the Year.

"Five years ago, I wouldn't have thought of putting our athletes in anything but cotton. But today, elite athletes wear only the latest performance fabrics because of the fabrics' breathability and softness, as well as their moisture and temperature control. It makes perfect sense to introduce the finest of these fabrics to bedding."

— Susan Walvius

Michelle Marciniak graduated from the University of Tennessee after being named Final Four MVP as a member of the Lady Vols' 1996 National Championship team. Michelle played in the WNBA for the Portland Fire and Seattle Storm, was an 11-year veteran of USA Basketball and was an assistant coach for the USC women's basketball team from 2003-2008.

"I'm a fitness fanatic. I fell in love with the latest technology in athletic wear several years ago and wouldn't think about wearing cotton on a run today. I've tried all the latest fabrics, and the fabric we have chosen for Sheex is the top of the line. Now that we have incorporated the fabric into our luxurious bed sheets, I wouldn't want anything else on my bed."

— Michelle Marciniak



WHAT IS PERFORMANCE BEDDING?

SHEEX are made with the finest professional athletic performance fabrics to provide the ideal environmental conditions for better quality sleep.

FEATURING SLEEP•FIT TECHNOLOGY

- Breathable fabric releases your body heat 2X better than traditional bedding
- Wicks moisture to keep you dry and comfortable
- 4-way fabric stretch allows for unrestricted movement
- Luxuriously soft and sumptuous feel
- Advanced fade, wrinkle and shrink resistance
- Guaranteed precise and secure fit

SLEEP•FIT®



TEMPERATURE CONTROL



Transfers body heat 2X better than traditional bedding to prevent sleep-disrupting fluctuations in body temperature for cooler, deeper sleep

MOISTURE TRANSPORT



Moisture-wicking properties keep you dry and comfortable

BREATHABILITY



Breathes nearly 50% better than cotton

FOUR-WAY STRETCH



Flexible microfibers ensure freedom of movement and an optimum fit

DURABILITY



Advanced fade, wrinkle and shrink resistance

SUPERIOR FEEL



Soft and luxurious for unrivalled comfort



LAB TESTED: THE SCIENCE OF SHEEX

Testing conducted at the North Carolina State University Center for research on Textile Protection and Comfort demonstrates that SHEEX Performance Bedding holds a proven advantage over cotton in enabling and maintaining optimum thermal conditions for sleep.

How it works:

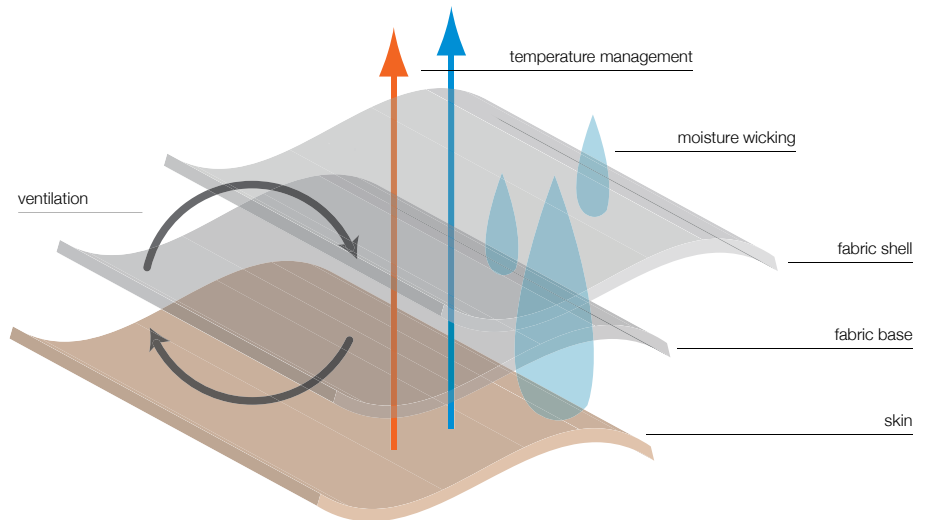
- Transfers body heat 2X more effectively than cotton, allowing the body to cool itself for faster, deeper sleep onset
- Breathes nearly 50% better to reduce sleep-disrupting temperature fluctuations at night
- Cooler to the touch compared to cotton bedding
- Advanced heat and moisture transfer through evaporative cooling

SHEEX have been tested at Diversified Testing Laboratories and are pill and pull resistant.

THE SCIENCE OF SLEEP

Achieving greater temperature control is one of the keys to improving sleep quality. Consider these guidelines to maximize the quality of your sleep, for a better night's rest and better performance the next day:

- The human body strives for a slight drop in temperature right before sleep – SHEEX help facilitate this by allowing your body heat to escape more easily compared to traditional bedding.
- Sleep cooler – the ideal ambient temperature for most people is between 65 and 70 degrees.
- Avoid eating too close to bedtime, as this will increase your metabolism and interfere with the ideal body temperature for sleep.
- Allow several hours (3 to 6) between exercise and sleep so that your body temperature can return to its normal level.



SLEEP & PERFORMANCE RESEARCH

Lack of sleep disrupts every physiologic function in the body.¹

Sleep is a significant factor in achieving peak athletic performance.²

Sleeping better and longer leads to improvements in athletic performance, including faster sprint time, better endurance, lower heart rate and even improved mood and higher levels of energy during a workout.³

Getting a better night's sleep is about making a larger investment in sleep overall, including taking a closer look at your sleep surface and surroundings.³

Research shows that sleep plays a significant role in improving not only athletic performance but also overall health and wellness.

According to research by the National Sleep Foundation:

- Sleep problems in the U.S. are remarkably widespread, affecting roughly three in four American adults.
- Sleep – not only the right amount but also the right quality – impacts not just day-to-day performance but also “the overall quality of our lives.”
- Improving sleep quality is just as important as quantity.



SHEEX Performance Sheets, offering breathability and heat-transport properties that standard cotton sheets cannot match, are uniquely capable of promoting cool, comfortable – and therefore better – sleep.

1 - Dr. Eve Van Cauter, professor of medicine at the University of Chicago. 2 - Cheri Mah, Stanford Sleep Disorders Clinic and Research Laboratory. 3 - Dr. Bert Jacobson of Oklahoma Stat University in the study “Grouped Comparisons for Sleep Quality for New and Personal Bedding Systems”.

SHEEX PRODUCT LINES

HOME

- Sheets and pillowcases
- Duvet cover
- Duvet system – two fill systems
- Lightweight performance fabric blanket
- Mattress pad
- Shams
- Bed skirt

SLEEPWEAR

- Women's
- Men's

TRAVEL

- The Nautical Collection
 - For luxury boats and yachts
- Mini travel pillow
- Travel blanket
- SHEEX Sleep Sax

BABY

- Crib fitted sheet
- Crib blanket



SPECIAL EVENTS

GAINING RECOGNITION

SHEEX and company co-founders Susan Walvius and Michelle Marciniak have been or will be featured at:

- 2009 U.S. Women's Open Championship
- 2009 ESPN ESPY Awards
- 2009 Fortune Most Powerful Women Summit
- 2010 NCAA Women's Basketball Final Four and National Coaches Convention
- 2010 National Association of Collegiate Athletic Directors
- 2010 Maria Shriver's National Women's Conference
- 2010 Fortune Most Powerful Women Summit
- 2011 U.S. Open Championship at Congressional



TESTIMONIALS



“I wouldn’t dream of sleeping in anything else.”
— Gabby Reece, Pro Volleyball Player

“SHEEX got my attention as soon as I tried them. They are my favorite sheets.”
— Fabricio Oberto, Retired Pro Basketball Star

“It’s definitely helped me sleep better.”
— Steve Smith, New York Pro Receiver

“They are unbelievable. Never want to sleep on anything else.”
— Diana D’Alessio, Pro Golfer

“Just want to let you know that I love my new SHEEX and the color is so sophisticated and elegant.”
— Pattie Sellers, Editor-at-Large, Fortune Magazine

“Better than we could have imagined. Like sleeping on a cloud.”
— Susan, Oklahoma

“I sleep great every night, and wake up feeling refreshed. What more can you want?”
— Cliff, Texas

“We feel we are sleeping better, and more comfortably through the night. Only thing is... we are so comfy it’s becoming very hard to get out of bed!”
— David, California

“Normally we sleep with a light blanket, but not anymore! The top SHEEX keeps us at a perfect temperature without a blanket; and yet it isn’t heavy! Wish we had discovered these before spending hundreds on expensive bamboo sheets!”
— Terri, Arkansas

“Love the feel, texture and everything else about them!”
— Julie, Washington



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