



PRESS RELEASE

Heatsheets® presents the Strongest, Quietest and most Environmentally sound Insulating Blanket
At the Winter Outdoor Retailer Show in Salt Lake City, UT.
January, 21-24th, 2010 Booth #39155

December 9th, 2009, Petaluma, CA – Advanced Flexible Materials Inc. (AFM Inc.) the parent company of Heatsheets® will present the strongest, quietest and most environmentally sound insulating blanket on the market. While there are other insulating blankets that ward off hypothermia as a result of exertion sports or survival needs, they are noisy and tear easily. Heatsheets® blankets also offer the differentiating advantage of the NASA licensing rights.

Heatsheets® blankets are constructed of aluminized polyethylene to make the products more tear resistant and quieter. Competing blankets are made of mylar and polyester, both of which can rip easily and crinkle with noise.

This micro-thin reflective insulating layer is capable of returning up to 95% of your body's heat provided needed protection when confronted with the unexpected. Think of reflective insulation as heat-mirror. Just as a mirror returns light, a heat-mirror returns heat. The ultra-thin aluminum coating is a highly efficient heat reflective coating that's about 1/100th the thickness of a human hair. This makes our Heatsheets® blankets light, quiet, strong and very warm. For an extreme example--- the material technology is proven by NASA as effective in temperatures in space that can be as high as 120 degrees C. and as low as -273 degrees C. This same insulation is integrated into our products.

Heatsheets® are recyclable and made from FDA food-grade LDPE-4 resin. The Heatsheets® printing partner holds an Environmentally Preferred Rating. Heatsheets® are made and printed in California, where state law (AB 455) prohibits the use of heavy metals in inks or materials. Most of the inks used are water based (as opposed to solvents), minimizing air pollution. Heatsheets® are safe, in full compliance with the Consumer Product Safety Improvement Act that restricts the use of lead and phthalates. AFM Inc is committed to the environment and has written a set of Recycling Guidelines <<http://www.afminc.com/green.asp>> for the event industry. AFM Inc. worked diligently to develop the recyclable Heatsheets® and offers recycling support and directions for consumers.

Summer 2009 was the first time AFM Inc officially attended the Outdoor Retailer Show, introducing Heatsheets® with sister brand Silver Lining™. With the exclusive NASA licensing rights for products in this category, AFM Inc. and Heatsheets® now have plans to expand their specialty retail business, garner new partnerships, groom OEM and private label opportunities for event marketing and present new product developments for soft and hard good applications.

Heatsheets® products are available in volume or individual packages. The blankets are conveniently wrapped for individual use in outdoor, rescue, and emergencies: ideal for hikers, backpackers, hunters, anglers, skiers, snow boarders, or anyone who might be exposed to foul weather. In volume, the sheets are available in tear-off rolls with a dispenser, for major event coverage of athletes or large consumer audiences.

The brand is not entirely new to the outdoor industry, for ten years Heatsheets® brand has been a well-known addition to the reputable market leader Adventure Medical Kits <<http://adventuremedicalkits>> .

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Heatsheets® blankets continue to expand in large participant forums like marathons, triathlons, other athletic sporting events, and is expanding into spectator events. The Outdoor Retailer venue will allow for greater business opportunities in retail, event promotions and supplier relations.

About AFMInc.:

Tracing their technology to the US space program when NASA developed an ultra-light, highly efficient reflective insulation technology to protect astronauts, spacecraft, and heat-sensitive equipment from the extreme temperatures in space, AFMInc's product line has earned the Certified Space Technology seal.

AFMInc. produces insulation products that harness energy sources like body or solar heat. Their products include Heatsheets® and Silver Lining™. Heatsheets® are ideal for hypothermia protection for individual or mass participation events- i.e. marathons, football games, Nordic events and the like. The Silver Lining™ material has product design applications in soft good and hard goods or stand alone bivvy and blankets; examples include: sleeping bags and shelters for weatherproof protection from outdoor elements, and lightweight bedding that provides warmth on chilly nights.

For more information about Heatsheets®, please contact the AFMInc offices:

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AFMInc

Advanced Flexible Materials