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Performance Fibers Launches New Web Site to Better Serve Customers

RICHMOND, Va., March 10, 2009 – Customers of industrial polyester fibers and fabrics will be better able to access the latest product information from a leading global resource with today's launch of Performance Fibers' newly revamped Web site at www.performancefibers.com

Designed to provide customers with the product information they need to make purchasing decisions, the Web site enables visitors to get information on Performance Fibers' broad portfolio by both product category and industry. The site features enhanced navigation and a contemporary look with new graphics, videos, illustrations, case studies and other content to make it more informative and engaging.

Among other site enhancements to serve customers are 15 new comprehensive global Product Guides. Each Product Guide has a broad listing of specific product performance information. The site also provides Material Safety Data Sheets (MSDS) to users. Both the Product Guides and MSDS sheets are available in downloadable PDF format.

Since 2005, Performance Fibers has grown significantly by completing three acquisitions. "These acquisitions, along with our new product introductions, have vastly expanded our product portfolio," said Rick Black, vice president of marketing and technology. "This new Web site brings our complete offerings together online in one location so customers can get a complete view of our offerings. We have also organized the site from the customers' perspective to make it easy for them to find product for specific applications and make quicker buying decisions."

The site contains information on Performance Fibers' rich legacy that dates back to the 1920s, including product development and expansion milestones. Also available are profiles on its leadership team, and a listing of global locations, showcasing its leadership position as the only industrial polyester manufacturer with operations in North America, Europe and Asia.

With content translated into German, French, Spanish, and Chinese by spring 2009, the site will be a global resource for customers throughout the world and also feature information on the company's latest news, media coverage and events.

Performance Fibers' industry-leading portfolio includes fibers and fabrics manufactured from PEN (polyethylene naphthalate), PET (polyethylene terephthalate), PEEK (polyetheretherketone), PBT (polybutylene terephthalate) and Nylon 6.

Product categories on the Web site include automotive safety, coated fibers and fabrics, engineered reinforcements, geotextiles and geogrid, narrow fabrics, offshore mooring, ropes and cordage, sewing thread, single end cord, specialty yarns, tire reinforcements and treated fabrics. Information on the company's products also is available by these industries that it serves: architectural design, commercial and industrial, energy, environment, lifestyles and leisure, safety and security, and transportation.

About Performance Fibers

Performance Fibers is a leading global supplier of high-tenacity polyester fibers and fabrics, Nylon-6, engineered fabrics, sewing thread fibers and advanced materials. With manufacturing facilities in North America, Asia and Europe, its products are used in a wide range of consumer and industrial applications. For more information, visit www.performancefibers.com.

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