



## News Release

Unterfoehring, April 2008

### New Logo and Look for Sympatex®

With a new logo, the specialist for functional systems is confidently and resolutely pursuing its repositioning as a modern, innovative brand for functional technology. The logo and new look will have their official premiere at the SYMPATEX BIKE Festival in Riva del Garda in early May 2008.

With its new design, Sympatex intends to appeal more to trend-conscious athletes who associate the Sympatex brand with not only high product functionality, but also a feeling of independence and performance. As the next step in the logo's evolution, the design symbolizes the advanced functionality that Sympatex offers to its customers.

The solitary light-blue triangle has been fanned out into a more dynamic shape that stylizes Sympatex's profound expertise in membranes and laminates. The new logo reinforces Sympatex's focus on sports, functionality and dynamism. The new logo, which combines the graphics with a timeless font, is thus concise, modern and unmistakable. Not only does it communicate a clear message, but it harks back to the old logo to maximize its recognition value.

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