



Cool, Hip, Dry Sleepwear™

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NEWS

Don't Sweat Holiday Gift Giving – NiteSweatz Sleepwear is Sure to Be On top Of Her List

ATLANTA(December 14, 2005)— **NiteSweatz**, an innovative and comfortable sleepwear line, is the ideal gift for any occasion. Different from regular PJ's, **NiteSweatz** is a soft, slinky line that affords a comfortable and cool night of sleep. Designed with Intera Fabric, the world's only patented permanent moisture transparent technology that actually pulls moisture away from the body allowing it to evaporate faster.

Cool, hip, dry sleepwear, NiteSweatz currently offers nine styles including a Tank Gown, Slip Nightie, Box-Hers, Yoga Pants, Cami-Top, Bed jacket, Night Shirt, and Wrap Kimono Top. Select from Thyme (Green), Tulip (Pink), Buttercup (Yellow), and Forget Me Not (Blue). Sizes range from Small to 3X and prices from \$56 to \$116.

The gowns come in either Slip Nightie, with adjustable lingerie straps, or Tank Gown, a mid-calf length gown that's slightly fitted with an empire bodice. Tops, in camisole or long sleeve, coordinate with various bottoms. In addition, the Wrap Kimono Top with a cross-wrap V-neck is perfect for breast-feeding mothers, and other items, particularly the Yoga Pants and BoxHers, work as both sleep and active wear. Also, **NiteSweatz** has added a Pillow Case to its collection – for that fresh, just flipped-over-the-pillow feel.

>>OVER



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NiteSweatz was founded by Lesley Hatfield, an Atlanta-based entrepreneur. Her expertise in the fitness industry and her passion for helping women led her to this innovative idea. As a personal trainer, she continuously heard clients complain of the night sweats caused by pregnancy, obesity, menopause, medications, and warm weather. Lesley thought of the wicking properties her fitness clothing provides and began developing a soft, comfortable option for women to wear at night. Thus, **NiteSweatz** was born – made for women by a woman.

To order NiteSweatz, call 1.800.611.0069 or visit www.nitesweatz.com.

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(Media: Lesley is available for media interviews. NiteSweatz samples and photography immediately available upon request. Call Terri Harof at 404-786-7410 or terriharof@bellsouth.net)