



Cool, Hip, Dry Sleepwear™

## For Immediate Release

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## Hot News Flash: NiteSweatz Introduces “Inside Out” Daywear Line *‘Tis the season to keep her cool, hip and comfy all day long*

ATLANTA (September 07, 2006)— She’s all snug in her bed, while visions of sumptuous sleepwear dance in her head. **This holiday she dreams of receiving cool, hip, dry sleepwear by NiteSweatz. The line is comfortable, flattering, feminine and fashionable, but it’s the high quality moisture-wicking material that makes NiteSweatz so dreamy.** She awakes refreshed and cool as a cucumber. Then she learns that **NiteSweatz is introducing the Inside Out Collection, new styles born to see the light of day.** Is she day dreaming? Inside Out by NiteSweatz is a dream-come-true for women with busy lifestyles who want comfort and fashion no matter the time of night or day. The Inside Out line offers the comfort of the Classic Collection by NiteSweatz and steps into a new dimension of style to take wearers from sleeping to lounging to a busy day on the go.

**Inside Out by NiteSweatz introduces three delicious colors to its palette just in time for the holidays— Merlot, Chocolate and Black.** Styles include the Yoga Cami Set (\$96.00), Flutter Chemise (\$72.00), Chemise (\$68.00), Support Cami (\$34.00), Pant Tee Set (\$98.00), 5-Button Tank Gown (\$78.00), Cover Up Robe (\$88.00), Tank (\$32.00), Thong (\$16.00), Boy Shortz (\$28.00), and High Cut Brief (\$18.00). While most styles features solid colors of Icy Blue, Blush Pink, Merlot, Chocolate and Black, the Yoga Cami set and Chemise are offered with trim in striking contrasts like Icy Blue with Blush Pink trim, Chocolate with Icy Blue trim and Blush Pink with Chocolate trim.

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**NiteSweatz and Inside Out Holidays 2006**

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**NiteSweatz Classic Collection**

Slip Nightie, Cami Top, Yoga Pants, Wrap Kimono Top, Nite-Tee, Box-hers, Bedjacket, Nite Shirt and Tea Length Gown. Colors include Thyme (green), Forget Me Not (blue), Tulip (pink) and Lilac (purple). Some styles feature trim in complementing colors.

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.

**For more information and to order, call 1-800-611-0069 or visit [www.nitesweatz.com](http://www.nitesweatz.com).**

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