



Hot News Flash:

NiteSweatz Introduces “Inside and Out” Daywear Line

Look hot, but feel cool

ATLANTA (FEBRUARY 07, 2007)— She craves to look hot, but stay cool and has a difficult time looking achieving both. Solution found. **“Inside and Out”**, the cool, hip, **dry day and night wear line exclusively offered by NiteSweatz**. NiteSweatz apparel is comfortable, flattering, feminine and fashionable, but it’s the high quality moisture-wicking material that makes NiteSweatz so delicious. **Day and night**, she feels refreshed and cool as a cucumber.

NiteSweatz’ new Inside and Out Collection features styles born to see the light of day. Lesley Hatfield, founder of NiteSweatz, day-dreamed this line up for women with busy lifestyles who want comfort and fashion no matter the time of night or day. The Inside and 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 and Out by NiteSweatz offers three new sizzling colors--Merlot, Chocolate and Midnight. 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.

(more)

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) and Tulip (pink). 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. Media inquiries, photography and interviews, contact Terri Harof 404.786.7410 terriharof@bellsouth.net.

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