



SCOTTEVEST INC. • TECHNOLOGY ENABLED CLOTHING • WWW.SCOTTEVEST.COM • 866-909-VEST
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FOR IMMEDIATE RELEASE

PANTS SO COMFORTABLE YOU WON'T WANT TO TAKE THEM OFF— SCOTTEVEST INTRODUCES ITS NEW LOUNGE PANTS

Comfortable new addition from SCOTTEVEST's new Version 4.0 product line

KETCHUM, IDAHO—August 25, 2005 Relaxing at home on a weekend? Listening to tunes on your iPod? Or are you just expecting a call on your cell phone? SCOTTEVEST, INC. (SeV) (www.scottevest.com), the sole producer of Technology Enabled Clothing (TEC)®, has the solution. SeV has released its newest product, the SeV Lounge Pants, as part of its new [Version 4.0 product line](#). SeV Lounge Pants bring stylish comfort and total functionality to customers who are looking for versatile garments that allow them to carry and use a variety of electronic products with ease and are fashionable enough to be worn in a variety of different situations.

SeV Lounge Pants are made of 100% cotton, and feature 11 hidden pockets with patent-pending magnetic closures, as well as SeV's [patented](#) Personal Area Network (PAN), which allows users to wear the Lounge Pants without any visible wires connecting to personal electronic devices

"We wanted to design a pair of pants that not only looked great and suitable for most casual occasions, but were as comfortable as sweat pants without looking like sweat pants," said Scott Jordan, CEO and Founder of SeV. "Our SeV Lounge Pants combine style and comfort with the functionality that has become synonymous with SCOTTEVEST."

The SeV Lounge Pants are a part of SCOTTEVEST's Version 4.0 product line, which includes a number of different lounge pants, microfleece pullovers, hoodies, pants, shorts, and baseball caps, in addition to the company's signature jackets and vests. All 4.0 products feature SeV's patented PAN, and are sure to please both "techies" and fashionistas alike.

SeV's Version 4.0 product line is emblematic of the company's attempts to cater to a younger, more fashion-conscious audience. As part of its new marketing campaign, SeV recently introduced a parody of Apple's popular iPod commercials. Inspired by SeV customer and Apple's co-founder [Steve Wozniak](#), the commercial humorously outlines the benefit of SeV products while satirizing the dancing silhouettes that have become synonymous with Apple's iPod campaign. The commercial has become an instant hit, and can be viewed online at www.SCOTTEVEST.com/ipod/index.shtml.

SeV's Lounge Pants can be found online at http://www.scottevest.com/v3_store/loungepants.shtml.

About SCOTTEVEST, Inc.

Founded in 2001, SCOTTEVEST, INC. and its wholly owned division Technology Enabled Clothing -TEC®, are the leaders in the apparel industry as it relates to incorporating electronic equipment into clothing. SCOTTEVEST® began designing clothing to meet the needs of techies and travelers who needed to both carry and use their electronic gadgets. As expected, prior versions were an immediate hit with the geek-chic crowd.





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SeV products rapidly gained a following among undercover law enforcement officers, including the C.I.A., F.B.I., Secret Service, and other branches of the newly formed Homeland Defense Department. SCOTTEVESTs have been exhibited at The Tech Museum of Innovation in Silicon Valley, The Innoventions Pavilion at Disneyland, The Oakland Museum of California, The Museum of Technology in Milan, Italy, the Cittadella Scienza in Naples, Italy, and The International Spy Museum Store in Washington, D.C. The SeV has even shown up on HBO's smash hit, The Wire, and was worn by Matthew McConaughey in the 2005 blockbuster, Sahara

SCOTTEVEST, INC. holds patents for the design and utility of incorporating third-party electronic devices and their wires into clothing. Additional information about Version 4.0 products, or about SeV itself can be found at www.SCOTTEVEST.com and www.technologyenabledclothing.com.

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High resolutions images available [here](#)

