



SCOTTEVEST INC. • TECHNOLOGY ENABLED CLOTHING • WWW.SCOTTEVEST.COM • 866-909-VEST
500 BELL DRIVE SUITE 17, PO BOX 2626 KETCHUM, IDAHO 83340-2626 • 208-727-6700 • FAX: 208-975-1186

LOOKING GOOD WHILE LISTENING TO YOUR IPOD— SCOTTEVEST INTRODUCES THE ULTIMATE HOODIE

Hottest new addition from SCOTTEVEST's new Version 4.0 collection



KETCHUM, IDAHO—AUG. 23, 2005—Want to wear the hottest clothing styles while conveniently listening to tunes on your iPod or answering a call on your cell phone? SCOTTEVEST®, INC. (SeV) (www.scottevest.com), the sole producer of Technology Enabled Clothing (TEC®) (www.technologyenabledclothing.com), has introduced the SeV Ultimate Hoodie, which offers the fashionable conscious the latest style combined with total functionality that allows them to carry and use a variety of electronic products with ease.

As the newest product in the Version 4.0 collection, the Ultimate Hoodie is made of 100% stone-washed 100% cotton and features 8 hidden pockets to carry personal electronic devices with patent-pending magnetic closures to keep electronic devices from falling out of pockets, which is all too often a problem with today's hoodies. The Ultimate Hoodie also includes SeV's [patented](#) Personal Area Network (PAN), allowing users to wear the Hoodie without any visible wireless connecting to personal electronic devices.

"With our Version 4.0 collection, we are catering to the younger and highly style-conscious market. Hoodies are one of the most popular fashions today, with teenagers and 20-somethings wearing them regardless of the weather," said Scott Jordan, CEO and founder of SeV. "Our Ultimate Hoodie combines the style and functionality that has become synonymous with SCOTTEVEST."

With the younger consumer in mind, SeV's Ultimate Hoodie also includes ingeniously designed hidden pen holders, a key holder and an eyeglass pocket. Users can also carry their favorite bottled drink as the SeV Hoodie features two bottle holders. SeV's Version 4.0 collection includes a number of stylish fashions, including hoodies, lounge pants, microfleece,





SCOTTEVEST INC. • TECHNOLOGY ENABLED CLOTHING • WWW.SCOTTEVEST.COM • 866-909-VEST
500 BELL DRIVE SUITE 17, PO BOX 2626 KETCHUM, IDAHO 83340-2626 • 208-727-6700 • FAX: 208-975-1186

pullovers, pants, shorts and baseball caps in addition to the company's signature jackets and vests. All SeV's 4.0 products feature the company's patented PAN and are sure to please both "techies" and fashionistas alike.

As part of SeV's new marketing campaign surrounding the Version 4.0 collection, 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.

All SeV products are available online at www.SCOTTEVEST.com. The Ultimate Hoodie will be available in mid-October in dark grey, and will retail for \$69.99.

PRESS CONTACT:

Scott Jordan

sjordan@scottevest.com

312-493-9438

High resolutions images available [here](#)

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.

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, TheMuseum 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 hit, 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.

