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CARBONX ANNOUNCES CAMPAIGN TO SUPPORT THE NATIONAL FALLEN FIREFIGHTERS FOUNDATION

SALT LAKE CITY, March 11, 2011—In conjunction with the company’s participation at the FDIC Exhibition on March 24–26 in Indianapolis, CarbonX®—a leading manufacturer of flame-resistant (FR) fabrics—is sponsoring a campaign to benefit the National Fallen Firefighters Foundation.

As part of its campaign, CarbonX is selling specially designed cotton T-shirts for \$10 plus shipping. All proceeds will go to the NFFF. To see the T-shirt design, visit www.carbonx.com/demo.

T-shirts will also be available at the CarbonX booth (#445) at FDIC, where donations for the NFFF will be collected. Brochures for the NFFF will be on display at the CarbonX booth to increase awareness of the foundation and its purpose.

The U.S. Congress created the National Fallen Firefighters Foundation in 1992 to lead a nationwide effort to honor America’s fallen firefighters. The non-profit organization has developed programs to fulfill this mandate, including: the Fire Service Survivors Network, scholarship assistance for spouses and children of fallen firefighters, training to help fire departments handle a line-of-duty death, and initiatives to reduce firefighter deaths.

“FDIC provides us the opportunity to speak with hundreds of people in the industry, and we wanted to take advantage of this chance to provide support for the NFFF,” said Tyler Thatcher, CEO of CarbonX. “We share the same mission, which is to protect firefighters and do whatever we can to prevent catastrophic events.”

If interested in supporting the CarbonX campaign, please call 801-415-0025 or visit www.carbonx.com for information on how to purchase a T-shirt.

About CarbonX: CarbonX partners with leading safety manufacturers and distributors worldwide to deliver customized solutions where protection from direct flame, molten metal, hot/flammable liquids, or arc flash are non-negotiable requirements. Every day, professionals and enthusiasts who work and play in some of the world’s most hazardous environments rely on apparel made with CarbonX fabrics to provide them with the protection they deserve. For more information about CarbonX, call (801) 415-0025 or visit www.carbonx.com.

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