



## **NAT + Levi's: Development Agreement for CRAiLAR Flax Fibre**

April 15, 2011 (USA)

Naturally Advanced Technologies Inc announced that it has entered into a short term CRAiLAR Flax fiber development agreement with Levi Strauss & Co. beginning in April 2011 to support evaluation of processing CRAiLAR flax fiber in woven casual apparel products, specifically denim and non-denim, bottom and top weight fabrics.

"Levi's and Dockers are the quintessential denim and casual wear brands," said Ken Barker, CEO of NAT. "We are very excited to be working with a company like Levi's because it aligns with our broad strategic goal of identifying and partnering with the most important brands in categories upon which we believe we can make the greatest impact. I have great confidence in the ability of CRAiLAR to make a performance and economic impact for Levi's products."

Last month, the Company announced a 10-year purchasing agreement with Hanesbrands. This was the first commercialization agreement for its CRAiLAR flax fiber. Later that month, it announced a short term purchasing agreement with Georgia-Pacific to further evaluate the use of CRAiLAR in formed materials.

Naturally Advanced Technologies Inc. develops renewable and environmentally sustainable biomass resources from flax, hemp and other bast fibers. The Company, through its wholly owned subsidiary, CRAiLAR Fiber Technologies Inc., has developed proprietary technologies for production of bast fibers, cellulose pulp, and their resulting by-products in collaboration with Canada's National Research Council.

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