

FOR IMMEDIATE RELEASE:

Textile Industry Veteran Joins HueMetrix Team

Jerry Rowland joins Board of Directors of North Carolina-based start-up

Raleigh, North Carolina, USA, September 8, 2006 – HueMetrix, Inc. a textile spinout from North Carolina State University focused on commercializing “Right First Time” dyeing systems announced today that Jerry Rowland has joined the company’s Board of Directors. Mr. Rowland is Vice President of Global Yarn and Textile Strategy for Hanesbrands Incorporated.

“Today is a major milestone for HueMetrix. We believe that Jerry Rowland brings the highest level of business and strategic expertise rivaled by very few in the textile industry. His comprehensive knowledge of both new technology and world-class textile manufacturing operations combined with his hands-on approach make him an excellent fit on the HueMetrix team,” said Nelson Houser, HueMetrix Board member.

Mr. Rowland was president and CEO of National Textiles and a primary owner until it was acquired by Sara Lee Branded Apparel in 2005. He has been at the forefront of textile innovation for two decades, integrating new technology and management philosophies into his operations.

“HueMetrix has a major technological advancement that will enable manufacturers to reduce costs while increasing color consistency and I look forward to helping the company succeed,” stated Mr. Rowland.

Mr. Rowland was responsible for building the United State’s first totally automated ring spinning mill, incorporating self-directed work teams into the operation. He also played a key role in developing the first continuous circular knit finishing range with Tube-Tex in 1987. He has served in leadership positions in various cotton and textile industry associations and is presently on the Board of Directors and Executive Committee of the National Cotton Council, the Board of the Directors of the National Council of Textile Operations and the Board of Directors of the N.C. State Textile Foundation.

HueMetrix, Inc. is dedicated to making right first time dyeing a reality through the development, production, and service of real-time dye exhaustion optimization systems and adaptive color control systems for textile laboratory and production environments.

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