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FOR MORE INFORMATION:

Faith Wood

Communications Manager

239-993-0621

fpwood@gmail.com

CEO AND FOUNDER WILLIAM MORGAN ANNOUNCES LAUNCH OF THREADCAST CO.

(FORT WORTH, TEXAS) – The launch of **Threadcast Co.**, a company which produces climate-controlled clothes, was announced today by chief executive officer and founder **William Morgan**. Details of the clothing brand and corresponding app will be shared at the company's launch party on February 16 at the Fort Worth Event Center.

The clothing brand will consist of climate-controlled garments that allows consumers to be comfortable in different temperatures. Threadcast clothing will utilize a new system that heats and cools the products through an app.

"I'm excited to finally be sharing this idea with the public. As someone who has lived in Texas his whole life, I'm still never able to predict what the weather may bring. I wanted to create a product that would eliminate this inconvenience for every consumer; whether he or she works outside or lives in an intense climate," said Morgan.

"We believe Threadcast is unlike anything the clothing market has ever seen. I think everyone can agree that on some days, changing the weather could change his or her day for the better. And we've made that possible with this unique technology," added Morgan.

The garments will include a wide range of sizes for both genders. Thus far, the line consists of 10 items such as tank tops, short and long-sleeve shirts, gloves, leggings, long underwear, and pants. Each item will have a personal code on the tag that consumers can scan on their app, thus adding the garment to a virtual closet. From there, they can control the temperature of their outfits whether they want to avoid multiple layers or cool off.

"One of the best things about this product is its versatility. Thermals exist and can help those in freezing cold climates. However, there is a need in the market for clothing that works in scorching hot weather. Usually, the solution is loose or minimal clothing, but this may not be an option for some.

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We wanted to help out consumers wearing suits or working outside in warm weather,” said Morgan.

Morgan has spent most of his career outside on his family’s ranch in Fort Worth, Texas. Therefore, he is no rookie when it comes to fluctuating weather. “Coming up with this idea was a no-brainer, but putting it into action was a dream I never imagined would come true,” he said.

“I am so thankful for my family and friends who took my idea seriously and motivated me to follow my dreams. I loved my job as a rancher and knew it well, but this company will take me to new heights,” said Morgan. “I’m also grateful for my team who brought my idea to life through the creation of the app and technology used in the clothing,” added Morgan.

The technology utilized in the clothing basics will not be visible to the public eye or uncomfortable for the consumer wearing the product. The new system uses microscopic chips that are sewn into the base of the fabric. The app communicates to the clothing through Bluetooth and orders the chips to heat or cool just as an air unit would in someone’s house. The clothing does take a minute to get to the consumer’s preferred temperature but will remain at that degree until its next order.

All of the control is in the consumer’s hands. The product and app are meant to benefit the consumers in whatever activity they are performing, whether it is work, athletics, or daily activities.

“Climate-controlled products are beneficial just for day-to-day life. We all know the inconvenience of bringing a jacket just in case and never actually putting it on. Every city and building has a different climate. Personally, I’m excited to use my app in the office when everyone is freezing and I’m sweating bullets,” said Addison Price, vice president of marketing.

“I’m excited to see where this company goes and who we will have the privilege of working with in partnerships and beyond. I see a bright future for this company and potential in partnering with athletes and hopefully one day the Olympics.” Price added, “ I can’t imagine executing what those athletes do in multiple layers and harsh climates. We want to make their lives easier as they pursue their goals.”

Threadcast’s upcoming public launch party will feature prototypes for attendees to test the products and see the technology in action. The first 100 people to arrive will receive a pair of Threadcast climate-controlled gloves.

“My team and I are absolutely thrilled that Threadcast is entering the public eye and can begin to fulfill its purpose of bringing comfort and versatility to consumers very soon,” said Morgan. “From the simple-to-use app to the product itself, it is simply extraordinary. We expect everyone to be hooked after the first purchase because one can never have too many basics in his or her closet.”

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