

FOR IMMEDIATE RELEASE

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**Cool Sets® wicking pajamas a perfect fit for pregnant and postpartum women
suffering from night sweats**

*Silky and thermo-regulating sleepwear allows women to embrace their changing shape in style;
celebrity fans include mom-to-be Trista Sutter and A-list mommy Jennifer Garner*

Boulder, Colo., July 24, 2007 – While many women relish basking in their pregnant “glow,” not all are quite so comfortable. The ever-changing body shape and unexpected hormonal induced hot flashes associated with pregnancy often make it difficult for women to get their much-needed rest. Cool Sets, a maker of stylish but functional moisture wicking sleepwear, knows just what it takes to fully enjoy your growing belly and a good night’s sleep.

Cool Sets pajamas are made with CoolBalance™ a drapable material that moves nicely with the body and constant changing shape of pregnant women. The micro-denier fabric is ideal for expecting and postpartum women, as it is designed to wick away moisture brought on by the sudden hot flashes caused by hormonal fluctuations during pregnancy. Whether experiencing the pitfalls of pregnancy in humidity, desert air or bitter cold, Cool Sets is specially designed to thermo-regulate, meaning the wearer will stay warm and dry when she’s cold and cool and dry when she’s hot. And unlike typical cotton pajamas, Cool Sets allows breathing room so women can be free of the bunched, sticky feel of heavy fabrics.

What’s more, Cool Sets are designed with style in mind, so mom-to-be can look and feel attractive even in the midst of pregnancy. Available in a maternity-friendly strap gown style as well as several silhouettes perfect for post-partum, Cool Sets offers patterns ranging from pinstripes to polka dots as well as fashion-forward solid colors.

Celebrity moms, too, are taking notice of Cool Sets. Mom-to-be and TV’s Bachelorette Trista Sutter has a pair and even gave Cool Sets as a special gift to guests at her baby shower this summer. And while filming *Catch and Release* in Boulder, Colo., where Cool Sets is based, celebrity mom Jennifer Garner received a pair.

Ranging in price from \$29 to \$70, Cool Sets products are offered at over 100 various boutiques, spas and other independent distributors in over ten states. All products are also available online at www.coolsets.com.

About Cool Sets®

Created in 2004, Cool Sets® is a Boulder-based company that designs and markets functional and fashionable sleepwear for women. Cool Sets® developed CoolBalance™ technology, designed to wick away moisture and regulate body temperature. Cool Sets® products help women sleep easier while still providing a fashionable design through trendsetting colors and patterns and a drapable, silk-like fabric that is unique to the market. Cool Sets® may be purchased online at www.coolsets.com, through specialty catalog and internet retailers, and in specialty stores throughout the U.S.

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