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Naturally Advanced Technologies Is Using Hemp To Create A Super Fiber As An Alternative To Cotton Reestablishing What A Sustainable Fiber Should Be



**Apparel Manufacturers
Environmentally-Friendly
(NADVF-OTC: BB)**

Naturally Advanced Technologies, Inc.

**1307 Venables Street
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Phone: 602-255-5005**

**Kenneth Barker
Chief Executive Officer**

BIO:

Mr. Barker has been our Chief Executive Officer since August 24, 2006 and a member of the Board of Directors since February 6, 2006 and has over twenty years of apparel experience, including merchandising, sourcing and full profit and loss responsibility, public market experience and corporate governance. Mr. Barker is currently a co-president of The Meriwether Group, Portland, Oregon, which is a corporate investment and business acceleration firm. From approximately October 2003 through April 2005, Mr. Barker was the head of apparel for the North American region for Adidas International, where he was responsible for all strategic product and marketing functions within the region. His duties also included providing overall apparel direction and strategy for the Adidas North American apparel business, creation of the global brand vision of apparel, and he was responsible for sales delivery and brand strategy in the North American marketplace. From approximately Janu-

ary 2001 to October 2003, Mr. Barker was the director of apparel for Adidas America, where he was responsible for overall profit and loss for the entire apparel business in the United States. Mr. Barker also previously worked for Adidas Canada Limited in Toronto, Canada and Levi Strauss & Co.

Company Profile:

Naturally Advanced Technologies Inc. (OTCBB: NADVF), formerly Hemptown Clothing Inc., is a leading provider of sustainable, environmentally-friendly fibers and fabrics. The company's subsidiaries create a structure to produce alternative organic fabric products using hemp, bamboo, flax and other bast fibers to "replace cotton" generating significant environmental benefits. Hemptown Clothing and HT Naturals™ have proven the benefits of and desires for hemp-based products. Now the company is patenting CRAILAR™, a biotech enzyme fiber process that enables the cost-effective production of these quality and conservation-based textiles and composites. Therefore, management believes CRAILAR™ will significantly change production of fibers and composites. The company intends to license CRAILAR™ to partners in many industries including apparel; medical and hospitality textiles; upholstery; diversified industrials; and auto, marine and airplane parts.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Barker, what was your vision when you became CEO of Naturally Advanced Technologies and where are you today?

Mr. Barker: "The vision and premise for Naturally Advanced Technologies was that we would create a super fiber that from a sustainability and organic perspective, be above board with regards to certification and also a high-performance fiber. We would reestablish the benchmark in the industry with regard to what a sustainable fiber should be."

CEOCFO: Have you done that?

Mr. Barker: "We are in commercialization trials now. We are through all of our pilot phases in testing. We will be ready to go to market early in 2008."

CEOCFO: Tell us about the fiber.

Mr. Barker: "It starts off with the notion that one of the most destructive crops that we grow on this planet is cotton. Very few people realize that 25% of all pesticides used on our planet is used on cotton as well an inordinate amount of water is needed to grow cotton, which makes it probably the most destructive crop that we grow. On the other hand we have a crop that is phenomenally sustainable, is a super crop and that is hemp. Hemp was used in the early days when it was used for ropes and matting. We also believe that the first American flag was sewn from hemp and the original draft of the constitution was written on hemp. It is an extremely tough fiber and very difficult to process. As a result, anything made from hemp is being rough and not a luxurious garment. The new patented process that we have developed in conjunction with the National Resource Council of Canada, and the Alberta Research Council, unlocks that potential and allows us to create a fabric that fulfills all of the requirements that the consumers would have with regards to sustainability."

CEO CFO: You mentioned testing and certification; what is the process?

Mr. Barker: “Right now, with regards to organic and sustainable fibers, it is industry regulated and there are no government regulations with regard to certified organic and sustainable fibers. It is our intention to take that responsibility upon ourselves. We will have full visibility to everything from where our crop is growing to manufacturing facilities. We will have that knowledge available to the consumer so the consumer can decide. We believe that will put pressure on the rest of the industry and they will follow suit. Right now with bamboo and some of the other fibers that are sustainable from the crop that they are being produced from, but not from the manufacturing processes, which would require everybody to do so as well.”

CEO CFO: Is there any competition out there now?

Mr. Barker: “Certainly there is competition, as there is a lot of activity in this area. It is a consumer mega trend and not a passing phase. Consumers all over the world are demanding organic and sustainable products in everything from foods to what they are wearing. Bamboo has been extremely successful, and has had a successful launch. It is getting rapid production in the market place. The problem with bamboo is that the manufacturing process creates a fiber that is tough and there is no way of firming the fibers that are going into the products are all bamboo.”

CEO CFO: How do you commercialize what you have?

Mr. Barker: “We have developed multiple product streams that come out of this new enzyme technology and one of them is a traditional fiber. A traditional natural based product for which the end use would be anything from denim to traditional cotton denim, what we would classify as the casual wear end of the garment industry. The second one is a replacement for petroleum based high performance products and in conjunction with Alberta Research Council, we have created what would be a 100% hemp fiber with moisture management capability. It is our in-

attention that we would create and take to market the world’s first organic and sustainable moisture management fiber. It wouldn’t be a polyester based garment it would be a 100% hemp garment that would have the performance characteristics of any other fiber. We are going to use a similar approach to what we have used in the industry to date. We will be very much focused on branding and creating an emotional connection with the consumer. Comparable models that have been very well done are Lycra and to some extent Vortex. Initially, we are looking to partner with global brand names with regards to creating opportunity to do some consumer based co-branded market opportunity with them..”

CEO CFO: Are you going to be doing licensing?

Mr. Barker: “Yes, obviously it is a large industry and it is not logical or feasible to

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distribute to our entire industry on our own. Therefore, we will be looking for partnership and licensing opportunity across our industry and sub-sectors and that would include apparel, upholstery, as well as carpet manufacturing.”

CEO CFO: Are you selling products now?

Mr. Barker: “Currently we have a line of clothing that has been the backbone of company for the past ten years. We started of selling natural garments from hemp, soy, and bamboo, which was the foundation, but we have been evolving rapidly.”

CEO CFO: What is the financial picture of the company?

Mr. Barker: “Right now our HT Naturals business provides our funding requirement with regard to product testing and all of these developments with CRAILAR™. We are a publicly traded

company on the bulletin board and we will be looking at partnership opportunities as we are ready to go to market in 2008.”

CEO CFO: Do you have your team in place for the commercialization phase?

Mr. Barker: “Yes we do. My history and experience as well as one of our directors on the board has significant experience at the plant level. He is also well connected and we will be able to start the process of walking into the branded opportunities.”

CEO CFO: Tell me about the triple bottom-line.

Mr. Barker: “The triple bottom-line speaks of our philosophy with regards to how we conduct ourselves. We believe that it is important that we provide not only fiscal responsibility but also the manner in which we conduct our business and the manor in which we alter the

course for the benefit of those that are going to come after us. Our vision for Natural Advanced Technologies is to be a significant stakeholder in a sustainable industry and will be primarily based around a plant that to date has been very misunderstood. Hemp has been banned from being grown as a commercial substance in the

United States, but it is available in any other country around the world.”

CEO CFO: Do you need to educate the public?

Mr. Barker: “We are currently involved with a very dynamic PR firm in New York called OrganicWorks, and there are also some other organizations that we have been involved with, one of them in Portland, Oregon, called Living Harvest, which help produce the world’s first hemp field. The work that OrganicWorks has done is informing the countries that we are in of our story.”

CEO CFO: Why should investors be interested and what should they be looking for in the next few years?

Mr. Barker: “They should look for significant milestone being achieved as we role out Crailar and our collaborative efforts with global brands or partners.”

CEO CFO: What might potential investors miss that should jump out at them?

Mr. Barker: “The thing is the natural opportunity that exists in a plant such as hemp and its construction is two-and-a-half times stronger than any other plant that is out there. It is a phenomenal qual-

ity. It grows 15 feet in 4 months and it requires no irrigation in order to survive, which means that it is sustainable. It grows so quickly and has no enemies, so it could be the answers to many of the problems that we have today.”

CEO CFO: What should people remember about the Natural Advanced Technologies story?

Mr. Barker: “We have significant opportunities, a big global opportunity, and an industry-changing opportunity.”



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