



COTTON INCORPORATED

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COTTON. FROM BLUE TO GREEN.™

Working with Habitat for Humanity of New Orleans
Building Houses for Hurricane-Affected Families

New Orleans, LA- Cotton Incorporated, through the **COTTON. FROM BLUE TO GREEN.™** denim drive teams with Habitat for Humanity of New Orleans to help build seven houses for hurricane-affected families.

In 2007, the COTTON. FROM BLUE TO GREEN.™ denim drive traveled to 16 colleges throughout the nation and teamed with retailers to collect over 36,000 pieces of denim. The donated denim was converted to UltraTouch™ natural cotton fiber insulation and will help in the building of seven houses for hurricane-affected families living in the still distressed 9th Ward area of New Orleans.

On May 11th, a team of volunteers from Cotton Incorporated will join the Habitat for Humanity volunteers that have traveled from around the nation to install approximately 7,000 sq. ft of the UltraTouch natural cotton fiber insulation.

"Cotton Incorporated is honored to be working with Habitat for Humanity of New Orleans," stated Paula G. Rosario, Vice President Consumer Marketing- Strategic Alliances, Cotton Incorporated. "People from around the nation worked tirelessly to gather denim through the COTTON. FROM BLUE TO GREEN.™ denim drive. Cotton Incorporated is eager to show how people can make a difference and give back to a community that is still in much need after being devastated by hurricanes."

Once the denim was collected through the COTTON.FROM BLUE TO GREEN.™ program, JBM Fibers, a leading manufacturer of reprocessed fiber based in Brownsville, Texas processed the denim and returned it to its natural original fiber state, cotton, for the manufacturing of the insulation. From there, Bonded Logic, Inc., a leader in natural fiber insulation, converted the material into UltraTouch™ natural cotton fiber insulation, an environmentally safe, non-itch insulation made from natural fibers that offers exceptional acoustic and thermal performance with no carcinogenic warnings, formaldehyde, or chemical irritants used. In total, Bonded Logic manufactured 70,000 square feet of natural cotton fiber insulation from the donated denim. The insulation will be given to Habitat for Humanity affiliates in the Gulf Coast region this spring as they continue to rebuild from the hurricanes in '05.

New Orleans Area Habitat for Humanity (NOAHH), an independent affiliate of Habitat for Humanity International is a 501(c) 3 non-profit organization. NOAHH builds new houses in partnership with sponsors, volunteers, communities, and homeowner families to eliminate poverty housing in the New Orleans area while serving as a catalyst to make decent shelter a matter of conscience and action. NOAHH currently builds homes in Orleans, Jefferson, St. Bernard, and Plaquemines parishes. To learn more visit www.habitat-nola.org

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton.

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