



COTTON INCORPORATED

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THE SISTERHOOD OF THE TRAVELING PANTS 2

Help Change the World One Pair of Jeans at a Time

The Sisterhood of the Traveling Pants 2, opening August 6th, reunites on screen the four best friends audiences fell in love with three years ago. Based on the Ann Brashares novels about four young women who share an unbreakable bond through the unpredictable events of their lives – *and also share a vintage pair of jeans as a way of keeping in touch* – the new story catches up with them in the summer following their first year of college

Like the characters in the *Sisterhood* saga, women and blue jeans have long traveled the scenic route together; weathering rebellion, cultivating the designer jean craze and elevating the truly simple concept of denim jeans to a fashion essential.

Now, Cotton Incorporated has joined forces with G by GUESS and Warner Bros. Pictures to further the travels of denim. Beginning on July 24th, G by GUESS will host the **COTTON. FROM BLUE TO GREEN.**® denim drive in all 42 stores across the nation. The “denim drive” is a call to action to donate old denim and give it “new life” by converting it into UltraTouch natural cotton fiber insulation. Once the denim is collected and converted into natural cotton fiber insulation, it will be contributed to help aid in building efforts for communities in need.

During this key back-to-school timeframe G by GUESS is offering consumers a \$10 discount on all jeans purchases. As a bonus, during the **COTTON. FROM BLUE TO GREEN.**® denim drive promotion, G by GUESS will offer an additional \$10 discount which will be applied to purchases of \$50 or more for those who donate denim.

“Cotton Incorporated is excited to be working with G by GUESS and *The Sisterhood of the Traveling Pants 2*,” states Paula G. Rosario, Vice President, Consumer Marketing - Strategic Alliances, Cotton Incorporated. “This program provides a way for fans of this hugely popular book and movie series to actively get involved by donating their ‘traveling’ pants to help people who are in great need of housing.”

Once the denim is donated, Allan Company (allancompany.com.) will bale the garments then JBM Fibers (jbmfibers.com) will process the denim to its original state, cotton. Bonded Logic, Inc. (bondedlogic.com), a leader in natural fiber insulation, will convert the denim into UltraTouch Natural Cotton Fiber Insulation. For a list of locations to donate your denim, please go to AccessCotton.com.

About G by GUESS

Established in 2007, G by GUESS is a new retail concept targeting young adults. G by GUESS carries apparel, accessories and footwear, using a retro California and Old Hollywood inspiration to design unique, casual collection. G by GUESS currently operates over forty stores in the United States. For additional information, online shopping and updates, visit www.gbyguess.com.

About Cotton Incorporated

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. For more information please contact: Shawn Steiner: 212.413.8350, ssteiner@cottoninc.com or visit www.accesscotton.com

Alcon Entertainment presents a Di Novi Pictures / Debra Martin Chase Production, in association with Alloy Entertainment: Amber Tamblyn, America Ferrera, Blake Lively, Alexis Bledel in "The Sisterhood of the Traveling Pants 2," also starring Rachel Nichols, Rachel Ticotin, Shohreh Aghdashloo and Blythe Danner. Directed by Sanaa Hamri from a screenplay by Elizabeth Chandler, based on the novels by Ann Brashares, the film is produced by Debra Martin Chase, Denise Di Novi, Broderick Johnson and Kira Davis. Andrew A. Kosove, Christine Sacani, Alison Greenspan, Leslie Morgenstein and Bob Levy serve as executive producers, with Steven P. Wegner, Yolanda T. Cochran and Gaylyn Fraiche as co-producers. Jim Denault is the director of photography; Gae Buckley, production designer; and Melissa Kent, editor. Music by Rachel Portman, with music supervisor Julia Michels. Costumes by Dona Granata. "The Sisterhood of the Traveling Pants 2" will be released worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company.

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