

FOR IMMEDIATE RELEASE

**National Geographic Kids Magazine Sets Guinness World Record
For Most Items of Clothing Collected for Recycling**

*COTTON. FROM BLUE TO GREEN.® Drive Recycles Donated Denim
Into Natural Cotton Fiber Insulation to Aid Communities in Need*

WASHINGTON (Aug. 12, 2009)—It's official! National Geographic Kids magazine today set the Guinness World Record for the Most Items of Clothing Collected for Recycling. Displayed in a massive art installation at Union Station, Washington, D.C., the official record stands at 33,088 items of denim clothing, including jeans, shirts, jackets and hats. The art installation will be on display for two weeks, from today through Aug 27.

The feat was confirmed by Stuart Claxton of Guinness World Records and was witnessed by Holly Morris, reporter for WTTG-TV FOX 5; Joan Malkowski, vice president of Jones Lang LaSalle Americas Inc. and general manager of Union Station; and David Mizejewski, author, media personality and naturalist at the National Wildlife Federation.

In an effort to teach kids about recycling and to help reduce the amount of waste in landfills, all of the collected denim will be donated to Cotton Incorporated's COTTON. FROM BLUE TO GREEN.® denim drive program, which gives denim a second life by recycling it into UltraTouch™ Natural Cotton Fiber Insulation for use in restoring or rebuilding homes damaged by hurricanes, tornadoes and other natural disasters. The 33,088 denim items will create enough material to insulate more than 60 homes.

It took National Geographic Kids magazine four months to collect the denim, which was sent by individual readers, families, Girl Scout and Boy Scout troops, school groups, houses of worship and many others. Actor Ben Stiller, who served as guest editor for the NG Kids April 2009 Special Ocean Issue that kicked off the denim-collecting campaign, was one of the first to donate a pair of jeans. Actors Dylan and Cole Sprouse, Tiffany Thornton, Tyler James Williams, Jason Dolley and Allie Grant also donated their old jeans to the project.

A special guest at today's record-setting ceremony was 9-year-old Erek Hansen, from Curtice, Ohio, a student at Jerusalem Elementary School. He organized a denim drive that collected nearly 1,700 pairs of jeans.

"We're delighted with the response we received from kids around the country," said National Geographic Kids Editor in Chief Melina Bellows. "They embraced this project that involved their communities, benefits the environment and will help rebuild many homes."

"This record-setting collection for the COTTON. FROM BLUE TO GREEN.® denim drive not only speaks to Americans' love of denim and the environment, but to their civic-mindedness," said Paula G. Rosario, vice president, Cotton Incorporated Strategic Alliances. "The high response illustrates the positive influence of National Geographic Kids magazine on today's young people."

For photos and b-roll of today's record-setting event, go to the FTP site:
http://ftp.nationalgeographic.com/pressroom/denim_record/
username: press | password: press

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This is the fourth Guinness World Record set by National Geographic Kids. In July 2008 the magazine achieved the record for the Longest Chain of Shoes — 10,512 shoes tied together, heel-to-toe, created a chain stretching nearly 1.65 miles. In December 2006 the magazine collected 2,304 stuffed animals for the Largest Gathering of Plush Toys; and in November 2004 it set the record for the Longest Line of Footprints — 10,932 prints measuring almost two miles.

About National Geographic Kids Magazine

National Geographic Kids, a multitopic, photo-driven magazine for 6- to 14-year-olds, empowers its readers by making it fun to learn about the world. It has received numerous industry awards, including the Periodical of the Year award in 2005 and 2006 from the Association of Educational Publishers. Published 10 times a year, National Geographic Kids has a circulation of 1.2 million and is available by subscription for \$19.95 a year and on newsstands for \$4.99 a copy. Its Web site is at kids.nationalgeographic.com.

About COTTON.FROM BLUE TO GREEN.®

The first COTTON.FROM BLUE TO GREEN.® denim drive in 2006 collected 14,566 denim pieces nationwide, more than double the anticipated amount. In 2007 and 2008 the COTTON.FROM BLUE TO GREEN.® denim drive expanded its reach through partnerships with national retailers and organizations, including American Eagle Outfitters, Ernest Sewn, Gap, G by Guess and Pepsi Bottling Group, as well as Warner Bros. Pictures.

As part of the recycling process, Allan Company, a leader in the recycling industry, bales the denim in preparation for becoming insulation. JBM Fibers, a leading manufacturer of reprocessed fibers, returns the denim to its original fiber state, cotton. Bonded Logic Inc. manufactures the UltraTouch Natural Cotton Fiber Insulation. For more information, visit www.cottonfrombluetogreen.org.

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, visit www.cottoninc.com.

About Bonded Logic Inc.

Bonded Logic Inc., based out of Chandler, Ariz., manufactures several natural fiber insulation products including UltraTouch, 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. UltraTouch is sold nationwide via building materials distributors and lumber yards.

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