

COTTON INCORPORATED  
488 MADISON AVENUE • NEW YORK, NEW YORK 10022-5702  
TELEPHONE (212) 413-8300 • FAX (212) 413-8377 • <http://www.cottoninc.com>



RELEASE: CONTACT: Shawn Steiner 212-413-8350 [ssteiner@cottoninc.com](mailto:ssteiner@cottoninc.com)

**COTTON. FROM BLUE TO GREEN.® ACCEPTS DENIM DONATION FROM MONSANTO**  
*Saving the World One Pair of Jeans at a Time*

New York, NY – *Cotton. From Blue to Green.®* accepts a generous corporate donation of denim from Monsanto.

*Cotton. From Blue to Green.®* is honored to receive over 5,000 pounds of denim from Monsanto. "We are gratified to see denim that has kept hundreds of our employees warm and safe over the years will now help keep families safe and energy-efficient for many years to come. This is the very essence of efficient re-use of a material with lasting value," states Bruce E. Pallante, Manager of Monsanto's Soda Springs Plant.

In September 2008, the *Cotton. From Blue to Green.®* denim drive once again landed on college campuses throughout the nation. The "denim drive" is a call to action to donate old denim and give it "new life" by converting it into natural fiber insulation. Once the denim is collected, Allan Company ([www.allancompany.com](http://www.allancompany.com)), bales the denim, JBM Fibers ([www.jbmfibers.com](http://www.jbmfibers.com)) processes the denim to its original state, cotton, and then Bonded Logic, Inc. ([www.bondedlogic.com](http://www.bondedlogic.com)), a leader in natural fiber insulation, converts the denim into UltraTouch™ Natural Cotton Fiber Insulation.

The denim received from the *Cotton. From Blue to Green.®* program will assist in helping to rebuild homes for communities in need. The denim drive provides a pro-social connection for college students and consumers to interact with cotton, generate awareness about its sustainability and ability to be reused.

In the past three years, the *Cotton. From Blue to Green.®* denim drive traveled to 37 colleges throughout the nation and worked with retail partners and corporations to collect an astounding 89,799 pieces of denim. The donated denim has been converted to UltraTouch™ Natural Fiber Insulation and helped in the building of over 100 Habitat for Humanity houses throughout the gulf coast region. The 2008 collections, including the donation from Monsanto, will create over 75,000 square feet of UltraTouch™ Natural Cotton Fiber Insulation.

“Cotton Incorporated is honored to receive this denim donation from Monsanto ,” states Paula G. Rosario, vice president, Consumer Marketing - Strategic Alliances, Cotton Incorporated. “Through the *Cotton. From Blue To Green.*® denim drive, Cotton Incorporated has helped in the rebuilding of homes for hurricane-affected families. With this donation, added to all the denim we have received this year, we hope to aide more communities in need.”

Monsanto Company (NYSE: MON) is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. For more information on Monsanto, see: <http://www.monsanto.com/>.

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.