



COTTON INCORPORATED

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THE COTTON. FROM BLUE TO GREEN.® DENIM RECYCLING INITIATIVE OPENS A WORLDWIDE MAIL-IN PROGRAM

Cotton Incorporated is Now Accepting Denim Through the Mail.

New York, NY – Cotton Incorporated announces today the launch of the COTTON. FROM BLUE TO GREEN.® denim recycling mail-in program. People from around the world now can send in their denim, which will then be given a “new life” by being converted into environmentally-friendly UltraTouch™ Denim Insulation, and contributed to communities in need.

“Cotton Incorporated is delighted to make the COTTON. FROM BLUE TO GREEN.® denim recycling program a worldwide program,” states Andrea Samber, Spokesperson, COTTON. FROM BLUE TO GREEN. “As the program has grown over the past five years, we get many requests from people wanting to participate. Now we have the capability to accept denim from anyone at anytime.”

In 2006, Cotton Incorporated and Bonded Logic partnered for the launch of the COTTON. FROM BLUE TO GREEN.® denim recycling program. The denim collected is given new life by converting it to UltraTouch™ Denim Insulation and provided to communities in need to assist with building efforts, often in areas affected by natural disasters.

The denim recycling program continues to gain momentum by partnering with retailers and consumers throughout the nation. Since the program began, the COTTON. FROM BLUE TO GREEN.® program has recycled more than half a million pieces of denim, which is enough to create natural cotton fiber insulation for more than 1,300 homes and buildings.

The mail-in program will be featured on Cotton Incorporated’s dedicated COTTON. FROM BLUE TO GREEN.® website, www.CottonFromBlueToGreen.org. In addition to general program information, the visitor-friendly site allows consumers to download and print a mailing label for easy shipping. A couple of things to keep in mind when mailing in denim:

- Please limit package(s) to a MAXIMUM of 100 pieces of denim per parcel. If you have more than 100 pieces of denim or if you are interested in holding a denim drive, please find information at www.CottonFromBlueToGreen.org.
- Participants are responsible for the cost of mailing denim. Any carrier can be selected (for example the USPS, FedEx, UPS, etc.).
- Make sure the mailing package is strong enough to support the amount of denim included.
- Only denim items can be sent; however, any type of denim apparel (not just jeans) is accepted.
- Colored denim is acceptable.
- Organic denim is acceptable.

- Denim may be mailed in any type of condition - it can contain rips, holes, etc.
- No need to remove anything from your denim. All decorations including buttons, grommets, snaps, zippers, etc. are removed during the recycling process.

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.

About Bonded Logic Inc.

With more than 35 years of insulation experience, Bonded Logic Inc. markets and manufactures a wide range of thermal and acoustical insulation products for multiple industries. Based in Chandler, Ariz., Bonded Logic offers a superior performing natural fiber product to meet every insulation need, while keeping consumers and the environment safe and healthy. The company is best known for its UltraTouch™ Denim Insulation – sourced entirely of post-consumer blue jeans and is free of harsh chemicals. Bonded Logic is an OEM supplier to leading manufacturers in various industries. Bonded Logic's products are widely available throughout the United States. For more information or to find a distributor, visit www.bondedlogic.com.

For more information, please contact Shawn Steiner at 212-413-8350 or ssteiner@cottoninc.com.