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COTTON INCORPORATED PARTNERS WITH BCBGENERATION FOR NATIONAL BLUE JEANS GO GREEN™ DENIM RECYCLING PROGRAM

Program Gets Rebranded Ahead of Reaching Millionth Pair of Jeans Milestone

NEW YORK – Cotton Incorporated and BCBGeneration, a division of BCBG Max Azria Group, announced a new partnership for the rebranded **Blue Jeans Go Green™** denim recycling program, taking place in 13 BCBGeneration stores across the U.S.

"Cotton Incorporated is thrilled to partner with BCBGeneration," said Andrea Samber, Co-Director, Strategic Alliances, Cotton Incorporated. "This is a unique program that gives customers a percentage off new denim, while offering the environmentally-responsible option to keep old denim out of landfills – and gives it a new life by converting it into denim insulation for communities in need."

Beginning September 3 through September 25, customers are invited to bring any type of denim (regardless of brand) to one of 13 participating BCBGeneration stores. The denim is then converted into UltraTouch™ Denim Insulation by Bonded Logic, Inc. Shoppers who recycle their denim will receive 20% off a BCBGeneration denim jeans purchase between $68 and $108 that day.

"I am so excited to start this amazing new partnership between BCBGeneration and Cotton Incorporated," says Joyce Azria, Creative Director of BCBGeneration. "Not only does it allow people a chance to give back but it also gives people a chance to fall in love with our Fall Denim Collection. Fashion and philanthropy all rolled into one stylish package!"

The program will be supported through in-store marketing, including denim recycling bins, as well as through BCBGeneration's website and social media channels. The following BCBGeneration stores are participating in the program: Garden State Plaza in Paramus, NJ; Town Center at Boca Raton in Boca Raton, FL; Shops at Mission Viejo in Mission Viejo, CA; Dallas Galleria in Dallas, TX; Ft. Lauderdale Galleria in Ft. Lauderdale, FL; South Shore Plaza in Braintree, MA; Wellington in Wellington, FL; Century City in Los Angeles, CA; Oakridge in San Jose, CA; Plaza Las Americas in San Juan, PR; Glendale Galleria in Glendale, CA; Westfield Culver City in Culver City, CA; and Santa Anita Mall in Arcadia, CA.

The partnership with BCBGeneration marks the first since the rebranding of **Blue Jeans Go Green™** (formerly known as the Cotton. From Blue to Green.™ denim recycling program) to mark the record of reaching the millionth piece of collected denim since the program began in 2006.

“The collection of the millionth pair will be a milestone, making this is an ideal time to rebrand the program to communicate that our jeans can make a difference,” said Samber.

Blue Jeans Go Green™ will mark its millionth pair milestone this fall. To date, the program has diverted over 600 tons of waste out of landfills, and will generate approximately 2 million square feet of UltraTouch™ Denim Insulation to assist with building efforts in communities in need.

For more information about the program, please visit www.BlueJeansGoGreen.org.

About BCBGeneration:

Designed with a youthful and spontaneous spirit, BCBGeneration bridges the gap between aspiration and imitation. Remembering the BCBG culture of good style, good attitude and Generation’s flare for infusing energy and modern edge, BCBGeneration meets the needs of the new young-contemporary shopper who has the world at her fingertips. Positioned between fast fashion and contemporary, BCBGeneration is a full lifestyle offering of young contemporary fashion. BCBGeneration’ s distribution includes 13 freestanding retail stores and e-commerce, Dillard’s, Dillards.com, Macy’s, Bloomingdale’s, Lord & Taylor, Hudson Bay, Belk, Von Maur, Amazon.com and Zappos.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 at 212-413-8350 or ssteiner@cottoninc.com.