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GUESS BY MARCIANO TEAMS WITH COTTON. FROM BLUE TO GREEN.™

Change the World One Pair of Jeans at a Time

Los Angeles, CA – April 16, 2008 – Cotton Incorporated's **COTTON. FROM BLUE TO GREEN.™** denim recycling program joins forces with GUESS by Marciano to develop a nationwide denim drive to aid communities in need.

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. GUESS by Marciano will have denim drop-off locations in select US stores during the month of April 2008 and in additional US and Canada stores during the month of May 2008. Once the denim is collected and converted into natural cotton fiber insulation, it will be contributed to help aid in the rebuilding of houses.

GUESS by Marciano will provide an incentive to help meet the goal of 5000 pieces of donated denim; a 10% retail discount will be given to all customers contributing a piece of old denim at any of the store locations. The discount will be used towards the purchase of new jeans.

"Cotton Incorporated is excited to form a partnership with GUESS by Marciano to promote the COTTON. FROM BLUE TO GREEN. denim drive," states Paula G. Rosario, Vice President, Consumer Marketing - Strategic Alliances, Cotton Incorporated. In 2006, the COTTON. FROM BLUE TO GREEN. program collected enough denim to insulate more than 30 homes in Baton Rouge, Louisiana for families displaced by the 2005 hurricanes. In 2007 the amount of denim collected more than doubled, affording us the opportunity to expand the donation and provide insulation to Habitat for Humanity affiliates in Baton Rouge, New Orleans and the Mississippi Gulf Coast. Through this nationwide campaign with GUESS by Marciano, we hope to continue to increase the denim collections and as a result create more UltraTouch insulation to be used in building efforts around the country.

"Giving back is a central part of the way we do business," says David Chiovetti, Vice President of Stores and Retail, North America for GUESS?, Inc. "Programs such as Cotton. From Blue to Green. illustrate the GUESS by Marciano brand's true DNA as being more than just about fashion. It symbolizes our commitment to the people and groups we interact with."

Allan Company (www.allancompany.com) will bale the denim. JBM Fibers (www.jbmfibers.com) will process the denim to its original state, cotton. Bonded Logic, Inc. (www.bondedlogic.com), a leader in natural fiber insulation, will convert the denim into UltraTouch Natural Cotton Fiber Insulation.

In addition to launching GUESS GREEN, a program launching in April 2008 comprised of organic cotton garments for men and women, GUESS by Marciano will also be offering a reusable tote bag that will be gifted to customers that make any purchases of \$100.00 or more. Sales staff will encourage customers to bring their GUESS GREEN tote into the store for future shopping in hopes of eliminating a considerable amount of waste, while receiving a 5% discount. This tote is made of an untreated, non-woven fabric that is printed with a water based ink and organic pigment.

About GUESS?, Inc.

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Today GUESS designs, markets and distributes full collections of women's, men's and children's apparel as well as accessories. Throughout the years, the GUESS image has been portrayed in unforgettable, innovative campaigns that have made the brand a household name. GUESS is distributed throughout the United States and Canada in fine department and specialty stores, its retail and factory stores, and on its online store GUESS.com. GUESS has licensees and distributors in South America, Europe, Asia, Africa, Australia and the Middle East. In addition to shopping online, you can find more information about GUESS at www.guess.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.

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