



FOR IMMEDIATE RELEASE

CONTACTS: Sarah Galvez 212-413-8350

SGalvez@cottoninc.com

Saks OFF 5TH: Tiffany Bourré 905-595-7184

tiffany.bourre@hbc.com

Saks Fifth Avenue OFF 5TH Partners with the Blue Jeans Go Green™ Program for Denim Drive

NEW YORK, NY – Saks Fifth Avenue OFF 5TH and Cotton Incorporated are excited to announce an end-of-summer denim drive in partnership for the Blue Jeans Go Green™ denim recycling program. Customers are invited to bring pairs of old jeans to their local Saks Fifth Avenue OFF 5TH store for recycling and, in return, receive \$10.00 off a new pair of jeans, which can be redeemed on men’s and women’s jeans through September 25. The denim collected will be recycled into UltraTouch™ Denim Insulation as part of the Blue Jeans Go Green™ program. The drive will kick off on Wednesday, August 17 and runs through September 5 at 100 participating stores across the U.S.

“We are thrilled to be partnering with Saks Fifth Avenue OFF 5TH for its first ever denim drive in support of the Blue Jeans Go Green™ program,” said Andrea Samber, Co-Director of Strategic Alliances at Cotton Incorporated. “We are very excited to introduce the program to new customers and loyal denim fans.”

“Together with our customers, Saks Fifth Avenue OFF 5TH is proud to be part of such a worthwhile campaign. This is the first time we have partnered with the denim recycling program, and we hope to collect more than 20,000 pairs of jeans during the denim drive,” stated Jonathan Greller, President, Saks OFF 5TH and Gilt.

Cotton Incorporated began the denim recycling program in 2006 to help benefit local communities across the United States. Over one million pieces of denim have been collected to date, and the insulation has been distributed to organizations such as Habitat for Humanity to help communities in need. Approximately 250,000 square feet of insulation are distributed each year and the Blue Jeans Go Green™ program has diverted over 600 tons of waste from landfills since its inception.

To find your local Saks Fifth Avenue OFF 5TH, please visit saksoff5th.com. To learn more about recycling denim through the Blue Jeans Go Green™ program, please visit BlueJeansGoGreen.org.

###

About Cotton Incorporated

Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton.

About Saks Fifth Avenue OFF 5TH

As part of the Hudson's Bay Company brand portfolio, Saks Fifth Avenue OFF 5TH is a world-class destination for ~~true fashion~~ top designer brands at an extraordinary value. The retailer's 101 stores and e-commerce division, saksoff5th.com, combine the two great joys of shopping: the delight of discovering the best in luxury and the thrill of finding a deal. A ~~sophisticated shopping~~ modern experience of carefully curated off-the-runway trends, exceptional service, and savings on the biggest names in fashion, Saks Fifth Avenue OFF 5TH leads the market as the premier luxury-value destination.