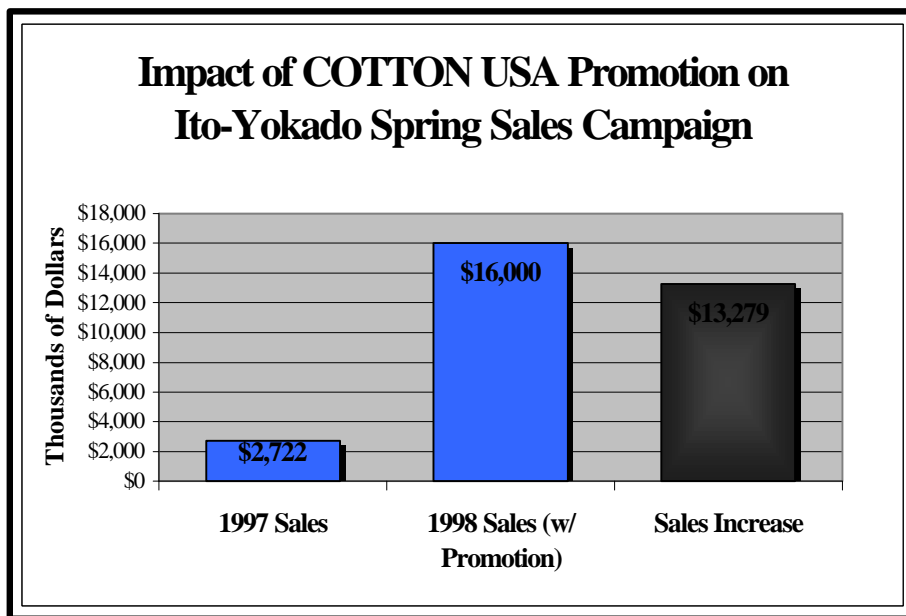


The “COTTON USA-Ito Yokado Family Collection” Promotion Increased Sales of U.S. Cotton-Rich Products By \$13.3 Million

Recognizing the sales building capabilities of the COTTON USA Mark, Ito Yokado, Japan’s second largest retailer, teamed up with Cotton Council International (CCI) to launch their new Ito Yokado Family Collection. The collection, which included more than ten different brands of cotton apparel and home fashions, was heavily promoted under the COTTON USA banner. The promotion took place in Ito Yokado’s 180 stores during the all-important spring selling season.

Almost 780,000 units of U.S. cotton rich products were labeled with the COTTON USA Mark and sold during the promotion accounting for just under 1,300 bales of cotton. The COTTON USA Mark can only be used outside of North America on high quality, 100 percent cotton products made of at least 50% U.S. cotton. As a result, this successful promotion helped to insure that additional U.S. cotton found its way off U.S. farms and into the hands of consumers.

The COTTON USA-Ito Yokado Family Collection promotion was a huge success with both consumers and the textile trade. Mark labeled products sold out in *only two and a half weeks*. By comparison, sales figures for the previous year’s spring promotion period were only 17 percent of the \$16 million generated by this promotion ... an increase in value of over \$13 million.



CCI staff in Osaka and Seoul worked closely with Ito Yokado merchandisers to develop an extensive range of generic COTTON USA point of sale materials to highlight the new “Family Collection” of cotton apparel and home fashions. The promotion also included innovative in-store videos that emphasized the origin, benefits and advantages of U.S. cotton. Although in-store merchandising was the promotion’s “main event”, Ito Yokado also featured the “Family Collection” and the COTTON USA Mark in their Spring 1998 catalogues which were delivered to hundreds of thousands of households throughout Japan.

Successful promotions like the COTTON USA - Ito Yokado Family Collection promotion confirm the value of the COTTON USA Mark as a sales building tool that can be used to increase the sales of qualified Mark labeled products and, thereby, the volume and value of U.S. cotton exports.