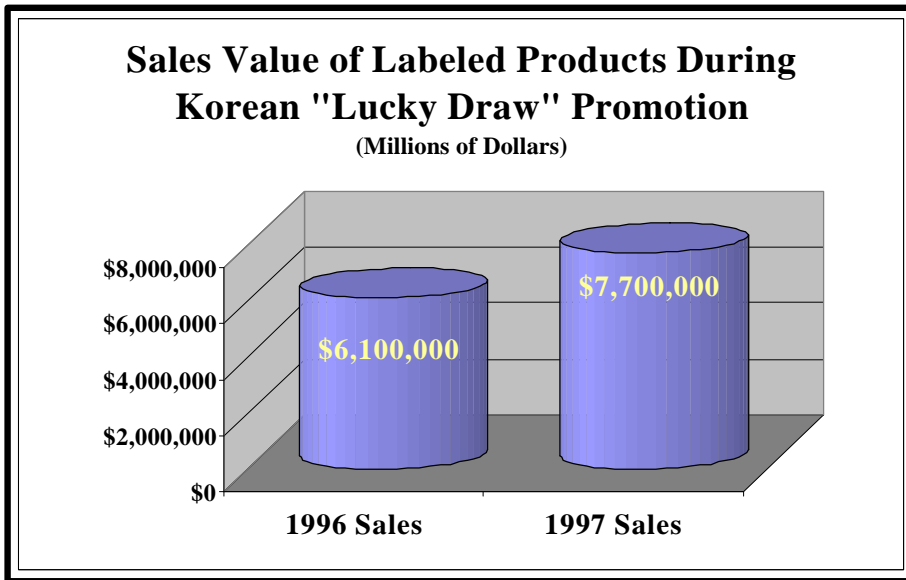


COTTON USA Bed Linen Promotion in Korea Adds Over \$1.5 Million to Partners' Sales Of U.S. Cotton Rich Products

CCI's first-ever bed linens promotion in Korea, increased licensee sales by 26 percent to \$7.7 million. The promotion held in November of 1997 prominently featured U.S. cotton rich bed linen products from 15 leading manufacturers. CCI and its promotion partners held the month long promotion in over 820 sales outlets nationwide.



To increase sales, buyers of COTTON USA Mark labeled bed linens were offered the opportunity to enter a "lucky draw" or raffle that included a chance to win trips, gifts and other prizes donated by CCI's various promotion partners. Products labeled with the COTTON USA Mark must be 100 percent cotton and made from at least 50 percent U.S. cotton.

A total of 1,216 people entered the lucky draw and CCI's licensees reported sales totaling \$7.7 million. Comparatively, sales during the previous year only reached \$6.1 million. The \$1.6 million increase in sales delighted the COTTON USA Mark licensees who participated in the promotion.

This first ever event in Korea was a resounding success especially considering the fact that the promotion increased total sales volume during a period when sales, according to the Korean Federation of Textile Industry, were off by over 20% compared to year previous levels