

## CCI TEAMS WITH LEADING CHILDREN'S WEAR MANUFACTURER TO PROMOTE THE COTTON USA MARK IN THAILAND

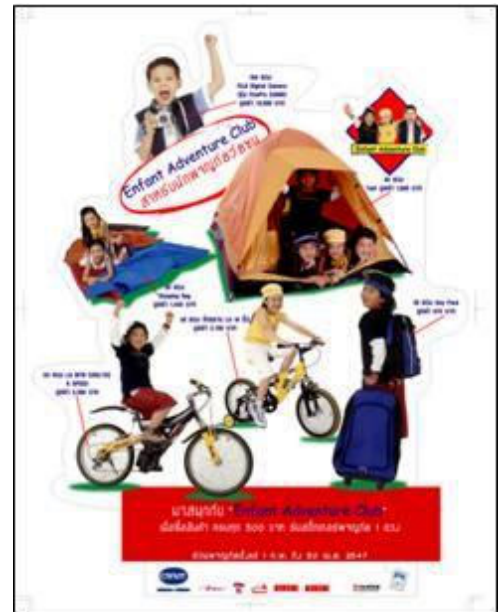


To pull U.S. cotton through the value chain in Thailand, CCI used its key account promotion activities to increase retail sales demand for ICC International, a major consumer of U.S. cotton. ICC is one Thailand's largest apparel manufacturers, controlling approximately 25 percent of all apparel sales in Thailand's department stores.

Currently, ICC International labels 2.3 million pieces of apparel with the COTTON USA Mark under its six licensed brands of infants' and children's apparel. ICC sources qualified fabric from COTTON USA licensees Thai Shikibo and Nan Yang Textile, who sell the equivalent of 18,000 bales of U.S. cotton per year to ICC.

CCI's joint promotions with ICC generated sales valued at \$1.1 million and increased the year-on-year sales value of U.S. cotton-rich products by 15 percent. ICC annually uses a large volume of U.S. cotton and aggressively utilizes the Mark as both a fiber identifier and a trust mark.

ICC's investment of \$50,000 to educate Thai consumers - particularly women aged 25-34 - on the value of U.S. cotton, the COTTON USA Mark and the importance of choosing 100 percent cotton products for their children outpends CCI's investment level in ICC's promotions by a 3:1 margin.



A few notable examples of CCI's 2004 activities with ICC include:

- The four-month "Enfant Adventure Club" purchase incentive promotion highlighted six COTTON USA-licensed brands and resulted in sales of \$496,000 for ICC, 15 percent higher than the previous year.
- CCI, Enfant and Mead Johnson brand baby formula distributed premium gifts as part of a five-month promotion totaling incremental sales of \$629,000, an increase of 19 percent over the same period in the previous year.

CCI labeled the equivalent of 26,000 bales of U.S. cotton with the Mark during its Thai campaigns in 2004.

