

CCI PROMOTES JACKIE CHAN MEN'S WEAR COLLECTION



CCI-Hong Kong earned \$3.8 million in total third party contributions, including \$2.2 million in consumer press, by sponsoring the launch of Jackie Chan brand men's wear in Mainland China.

The Jackie Chan appearance and implied endorsement of U.S. cotton achieved wide coverage in the press: 14 Chinese TV channels, 71 Chinese print titles and Web sites, and seven print media in Hong Kong covered the event, positioning the ingredient brand as a selling advantage.

CCI and co-sponsor Central Fabrics Limited launched the Jackie Chan collection with a fashion show and press conference in Beijing on April 2, 2004, and a booth in Hong Kong Beijing Exhibition from March 31-April 3, 2004.

Central Fabrics Limited presented fabric swatches at the press conference and sold more COTTON USA-eligible fabrics to its customers as a result. Central Fabrics currently produces 600,000 yards of denim fabrics monthly, geared toward an increasing amount of Mark-labeled products. U.S. cotton comprises over 70 percent of Central's raw material.

