



1888 Mills® Promotes Social Sustainability through Luxury Commercial Bath Program

Oakbrook, IL (February 25, 2010) – 1888 Mills LLC will launch its first socially sustainable luxury terry line to the Hospitality industry in its exclusive partnership with the Cotton Made in Africa project (CmiA).

1888 Mills, a leading global manufacturer of home and commercial textiles, will pair CmiA cotton with Oasis™, one of its top-selling Hospitality terry programs. Manufactured in the USA, consumers of Oasis™ can expect the same high quality 100% Ring Spun Combed Cotton product with a new, unprecedented social impact.

“We have had tremendous success with our environmentally focused brands like Green Threads™ and Whole Solutions™,” said Jack Bray, President of the Commercial Products Division at 1888 Mills. “Adding CmiA to Oasis™ is a great way to broaden our progressive sustainability initiatives.”

Founded in 2005, the CmiA project’s main goal is to form alliances within the industry to increase demand for African cotton. This improves the lives of more than 165,000 farm families in the initial project regions of Benin, Burkina Faso, Zambia and Mozambique. The commitment of 1888 Mills to purchase this cotton ensures the project’s social impact and long term sustainability.

“Currently, there is no product of its kind that offers the transparency and impact that CmiA does,” said Chris Motley, Director of Sustainability at 1888 Mills. “Farmers are able to afford a better life for themselves and their families. The most profound aspect of the project is that it is not charity, but rather the use of market forces to reduce poverty in a sustainable way.”

1888’s Retail division has already experienced a high level of success through its unique partnership with the CmiA project. In Spring 2009, 1888 Mills teamed up with interior designer Nate Berkus to launch a CmiA bath towel program available through the Home Shopping Network (HSN). Other prominent retailers that carry 1888’s CmiA terry brands include Macy’s.com, and Amazon.com.

Commercial properties can purchase Oasis™ with CmiA terry product through major national hospitality distributors.

About 1888 Mills:

1888 Mills, LLC is a global manufacturer of home and commercial textiles catering to the retail, hospitality and healthcare markets worldwide.

As a pioneer in global towel manufacturing, 1888 Mills operates facilities in the United States, Pakistan, Bangladesh, and Ghana. Today, 1888 Mills has emerged as a leader in home and commercial manufacturing for bath, bedding and kitchen textiles. 1888 Mills' Brand Purpose 'Weaving a Better World™' is designed to drive innovation within the global marketplace by carrying out initiatives that promote environmental stewardship and contribute to the reduction of poverty. This is the commitment to their stakeholders as well as the economic regions where they operate.

About Cotton Made in Africa:

Cotton made in Africa is a project launched and managed by the Aid by Trade Foundation (AbTF), headquartered in Hamburg. AbTF was founded in 2005 by Dr. Michael Otto with the goal of improving social conditions in developing countries and to promote protection of the environment. The Project's main objective is to form a strategic alliance from trade and industry, the public sector and non-governmental organizations in order to increase demand for African cotton, thereby making it easier for farmers to obtain micro credits to manage cash flow. In addition, it gives them direct access to the market so they receive the most competitive price, allowing them to afford healthcare and education fees for their families.

For more information about 1888 Mills™ and Cotton Made in Africa, please visit www.1888mills.com or www.cottonmadeinafrica.com.