



Contact:

Emily Thompson
Cotton Incorporated
ethompson@cottoninc.com
212-413-8316

Katie Wohlman
Marketing Manager, Vanity
kwohlman@vanityshops.com
701-237-3330 x1619

FOR IMMEDIATE RELEASE

**COTTON. FROM BLUE TO GREEN.[®] and Vanity[®]/eVanity
Partner to CHANGE the World One Pair of Jeans at a Time
Retailer Holds Denim Drive from Sept. 16 to Nov. 3 with Goal to Collect 100,000 Pairs**

Fargo, ND – Cotton Incorporated has teamed up with fashion specialty retailer Vanity and its sister online company, eVanity, to launch a nationwide denim drive to help rebuild communities adversely affected by hurricanes, tornadoes and other natural disasters, through the COTTON. FROM BLUE TO GREEN.[®] denim recycling program.

“Cotton Incorporated is excited to form a partnership with Vanity to promote the COTTON. FROM BLUE TO GREEN.[®] denim drive,” says Paula G. Rosario, Vice President, Consumer Marketing - Strategic Alliances, Cotton Incorporated. “Through this nationwide campaign with Vanity, we’ll build on the success of the COTTON. FROM BLUE TO GREEN.[®] denim drive, which has so far provided enough insulation to be used in over 180 homes in the Gulf Coast region.”

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-2- COTTON. FROM BLUE TO GREEN. ® and Vanity/eVanity Denim Drive

The goal of the drive is to collect 100,000 pairs of donated jeans from Vanity/eVanity customers, which will be recycled into environmentally-friendly UltraTouch™ Natural Cotton Fiber Insulation to aid communities in need. In return for giving their old denim a second life, customers will receive a 25 percent off a new pair of Vanity jeans purchased in store.

Each of Vanity's 200 stores is striving to collect 500 pairs of jeans or enough to insulate one home, for a total of 200 new homes. eVanity also is accepting denim for customers who are not located near a store or prefer to mail in a donation.

Here's How It Works:

- 1) Vanity customers donate old denim by bringing it to Vanity stores (or mailing the donation(s) to eVanity. For store locations, visit <http://evanity.com/category/customer+service/store+locator.do>. To mail, send to: eVanity LLC, 2410 Great Northern Drive, Fargo, ND 58102.
- 2) The denim will then be reprocessed to its original fiber state, cotton, where the metal and any embellishments are removed from the denim.
- 3) After treating the individual fibers to make them fire retardant, the denim is turned into UltraTouch™ Natural Cotton Fiber Insulation.

For more information about the recycling process, visit

www.CottonFromBlueToGreen.org.

About Vanity/eVanity

Vanity and eVanity offer junior fashion apparel and accessories, and attribute much of the companies' success to the Vanity brand denim line. The Vanity brand carries sizes 0-17 in tops and jeans with waist sizes from 25 inches to 34 inches, with inseams up to 37 inches. For more information, visit www.evanity.com.

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-3- COTTON. FROM BLUE TO GREEN. ® and Vanity/eVanity Denim Drive

About Cotton Incorporated

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton. For more information about Cotton Incorporated visit www.cottoninc.com.

About COTTON. FROM BLUE TO GREEN.®

The first COTTON. FROM BLUE TO GREEN.® denim drive in 2006 collected 14,566 denim pieces nationwide; more than double the anticipated amount. In 2007 and 2008, the COTTON. FROM BLUE TO GREEN.® denim drive expanded its reach through partnerships with national retailers and organizations, including National Jean Company, Ernest Sewn, Gap, G by Guess, and Guess by Marciano, as well as Warner Bros. Pictures. To date, the natural cotton fiber insulation produced has been used in building new homes for more than 180 families in the Gulf Coast region.

For more information about the COTTON. FROM BLUE TO GREEN.® denim drive, visit www.CottonFromBlueToGreen.org.

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