



Date – 11/9/12

To: American Textile Company Associates

From: Mette Odom, Vice President of Marketing

Re: AllerEase Logo Unveiling

I am pleased to officially announce the launch of the new AllerEase logo. This is an exciting evolution of the AllerEase brand – a brand that consumers have come to trust to help them protect where they sleep.

The redesign of our logo and update to our brand promise – “Easy. Clean. Relief.” – comes after research that helped us better understand the allergy market and identify the consumers who seek the solutions offered by AllerEase. We found that in addition to allergy sufferers who have long trusted the ability of AllerEase to block dust mites, pollen and dander from getting into their bedding, women without allergies – and predominantly women who are moms – are seeking ways to keep their homes clean and fresh.



Our new logo was designed to appeal to this audience, communicating to them that AllerEase allergen-barrier bedding can enhance their lives while protecting their families and their bedding.

We're pleased to share that the feedback we've received about the logo through focus groups and in-store tests is confirming that the market is ready for a fresh, new AllerEase. I'd like to extend our thanks to the marketing team and others who helped us achieve this milestone, as it was a long journey from customer meetings at 2011 Fall Market to this launch. We appreciate your passion and commitment.

In conjunction with the launch of the new logo, we have updated our website. It offers easy navigation, helpful information and quick access for consumers to buy the AllerEase products they need in their homes. You'll soon see the new look and feel of the AllerEase brand in our social media properties – Facebook, Twitter and Pinterest – and on our new packaging and sales support materials as we roll out this fresh, new look to our customers and consumers everywhere throughout 2013.

I hope you'll take a moment to become familiar with the new Aller-Ease.com and share in our excitement about our brand and its role in helping families create homes that are cleaner and fresher.