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American Textile Company transitions Ruttenberg to new leadership position

Duquesne, Pa. (December 4, 2013) - American Textile Company, a leading provider of innovative sleep solutions since 1925, has completed a successful transition among its top executives, effective immediately.

Company President and COO Lance Ruttenberg assumed the CEO role at the family-owned company, adding long term strategy and planning to his existing leadership responsibilities. Company Chairman and former CEO Jack Ouellette will remain as chairman.

This successful transition of leadership is the result of a long-term succession plan orchestrated by Ouellette and the firm's Board of Directors, in which Lance's brother Blake shares key leadership responsibilities as executive vice president of sales, marketing, and product development.

Lance joined American Textile Company in 1991 after earning an MBA from the University of Pittsburgh. Over the last 20 years, he led the firm's expansion of production into El Salvador, as well as their entry into the bed pillow business where they quickly achieved the #2 market position.

Together, Lance and Blake have built an impressive leadership team of industry veterans, recruiting top talent from around the U.S. This approach has helped build the company and has positioned it well for the long term. It is clearly a formula for success; American Textile Company is recognized by customers for its innovation and attention to service, and has delivered growth of over 15% annually for more than a decade.

"For more than 20 years, I have enjoyed watching Lance and Blake develop into the superb leaders they are today," Ouellette said. "The torch of leadership has been formally passed to

a new generation, who helped make American Textile Company what it is today. I am filled with pride for our progress, and optimism for the great days ahead.”

“I’m excited for and humbled by this opportunity,” Lance Ruttenberg said. “Jack’s shoes will be tough to fill, and I’ll continue to look to him for the guidance, support and mentorship he has so thoughtfully shared with me over the years. Our entire team of talented employees has built something very special. As we approach 90 years in business, American Textile Company’s future is as bright as ever.”

About American Textile Company

American Textile Company is a leading provider of innovative sleep solutions sold under the Aller-Ease®, RestRight™ and store brand labels. Family owned and operated for 88 years, its mattress and pillow encasements, pillows, comforters, and mattress pads are sold in over 40,000 stores, catalogs, and online retailers across the US and Canada. Visit www.americantextile.com for more information.

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