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American Textile Company Takes a New Look at Allergy Bedding *AllerEase Introducing Refreshed Brand Image and New Products*

September 14, 2011, DUQUESNE, Pa -- American Textile Company (ATC), the leader in the allergy bedding category with the AllerEase brand, is taking a consumer-oriented approach to the category. "We took a fresh look at the allergy market and our target consumer," said Mette Odom, Vice President of Marketing for ATC. "Our consumer is a busy mom who is focused on providing a clean, fresh, sleeping environment for her family. With her insights, we are evolving AllerEase to provide a more approachable, engaging look with an expanded product offering to meet all of her needs." The Company conducted in-depth consumer research to better understand the consumer's mindset, buying habits and purchasing triggers which provide the foundation for the new direction for AllerEase.

Visitors to the ATC showroom at Market will experience the new look and feel of AllerEase with redesigned product, packaging and messaging for the brand. Product benefits include allergy protection, waterproof protection, bed bug protection and hot water washability. "Our consumers really told us what they want and need from their bedding products and we designed our products to meet each of those needs." AllerEase will introduce new product constructions as well as products outside the utility bedding category. "Allergy bedding doesn't have to be plain white. We want to show our consumers that they can still have style while enjoying all of the protective benefits of our products," said Odom.

The marketing strategy for AllerEase will include an increased focus on reaching consumers at all touch points, with increased emphasis on social media. "Moms are heavily engaged with brands in social media and we want to assure that we can develop a relationship where she spends a lot of her time," said Odom.

American Textile Company is committed to providing innovative sleep products rooted in "Sound Science, Sound Sleep" that provide health/wellness benefits increasing overall sleep comfort. ATC is a leading supplier of quality mattress and pillow protectors, bed pillows and mattress pads that improve the quality of sleep. Brands include AllerEase[®] bedding with allergen protection; and Rest Right[™] high performance bedding. Products are available at large and small retailers across the United States and Canada. For more information, visit www.aller-ease.com or www.americantextile.com.

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