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AMERICAN TEXTILE COMPANY INTRODUCES NEW PRODUCTS TO PROVIDE TOTAL PROTECTION FOR YOUR BED

Aller-Ease launches new products focusing on affordable solutions for a healthier night's sleep

DUQUESNE, Pa., March 09, 2011 – Retailers who enter the American Textile Company showroom during Market Week will be introduced to the main focus of the company and its products – the consumer. ATC is using consumer research to incorporate consumer trends, shopping habits and product preferences to enhance their line of basic bedding products.

Focusing on providing affordable solutions that address a variety of consumer needs, American Textile Company has focused its product development efforts to update the basic bedding category. Having implemented many of the trends currently being seen in other retail categories, ATC has incorporated stylish design, new fabrications, and innovative packaging designs across all product categories.

The new products being featured under the Company's flagship Aller-Ease brand bring fashion elements to provide total allergy protection with an element of style for consumers who use allergen barrier products that are traditionally available only in white. Bed bugs infestations continue to be top of mind for many retailers and consumers as the rise in cases continues to escalate. ATC has broadened the Aller-Ease Bed Bug line with new items and fabrications to provide a more comfortable and stylish sleeping environment, while maintaining protection from bed bugs. Bed bug

travel items have also been developed as travel continues to be a key area in the spread of infestations.

“Understanding the consumer, her shopping habits, and what influences her purchasing decisions has become a major focus of our marketing strategy”, said Mette Odom, Vice President of Marketing for American Textile Company. “Our products provide smart, simple solutions to make her life easier and provide a healthy sleeping environment for her and her family.”

American Textile Company continues to focus on cost effective and innovative products for both retailers and consumers based on the Company’s “sound science, sound sleep” philosophy.

About American Textile Company

American Textile Company is a leading supplier of quality mattress and pillow protectors, bed pillows and mattress pads that improve the quality of sleep. The Company’s product lines incorporate consumer trends, new fabrications and innovative packaging to all product categories. ATC’s brands include Aller-Ease[®], designed for asthma and allergy sufferers, and Rest Right[™], providing high performance bedding solutions. The Company also provides other solution based basic bedding products to improve the consumer’s sleeping experience. Products are available at large and small retailers across the United States and Canada. For more information, visit www.americantextile.com.

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