



FOR IMMEDIATE RELEASE

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American Textile Company Opening Manufacturing Facility in Tifton, Ga *Company Continues to Grow Bed Pillow Business*

PITTSBURGH — December 3, 2010 — American Textile Company (ATC) continues its growth in manufacturing bed pillows and utility bedding by announcing the opening of a new manufacturing and distribution facility in Tifton, Ga.

The 218,000 square foot facility, leased from the Tifton County Development Authority, is strategically located to service ATC's customers in the Southeast. The state-of-the-art manufacturing facility will begin by manufacturing bed pillows, one of the key items offered by ATC. "The opening of the Tifton facility completes our strategic nationwide pillow distribution strategy," said John Riccio, Chief Financial Officer for ATC. "With pillow manufacturing facilities in Duquesne, Pa.; Salt Lake City, Ut.; Dallas, Tx.; and now Tifton, Ga., we can efficiently ship bed pillows across the United States and Canada. We are thrilled with our interaction at the state and local level that executed this plan in a short period of time."

In addition to Georgia's pro-business climate, the company selected the Tifton, Ga. location from among competitive sites due to its strategic location to customers with distribution centers in the Southeast, access to a skilled textile workforce, low cost of doing business, and incentives provided by the State of Georgia. Customers with distribution points in the Southeast will benefit from a significant reduction in their freight costs. "Providing cost effective and efficient service to our customers is the cornerstone to our continued success," said Mark Bachner, Senior Vice President of Manufacturing for ATC.

The facility will open at the end of Q1 2011 and will employ 50 people immediately. A total of 120 people will be employed at the facility by the end of 2016.

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. Brands include Aller-Ease[®], designed for asthma and allergy sufferers; Rest Right[™], high performance bedding solutions; DermaTherapy[®], for people with sensitive skin or chronic skin problems; and Cool Sensations[™], bedding constructed with innovative fabric technology that manages the discomfort associated with night sweats. 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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