

AMERICAN TEXTILE COMPANY CONTINUES TO GROW

PITTSBURGH, PA – July 23, 2007 – American Textile Company (ATC) continues to pioneer the bedding industry by moving west to open a new production and shipping facility in Salt Lake City, Utah.

This 55,000-square foot facility comes as a result of ATC's continued growth in the bed pillow business and officially opened its doors in May 2007. "American Textile Company is excited about the opening of this new facility, which reinforces our commitment to growing our bed pillow business," said Reid Ruttenberg, ATC chairman. American Textile Company will also open its new showroom in the home textile building on Fifth Avenue in New York City at this year's summer market held in August. The showroom will move to its new sixth floor space, which will be double the size of the previous fifth floor location.

The opening of this new showroom will allow us to better showcase our cutting-edge, performance-based bedding products to our national retail customers," said Lance Ruttenberg, executive vice president and vice president of operations. In addition to the opening of the Salt Lake City facility and new showroom, the company has experienced tremendous growth in the past year, including an expansion of its headquarters in Duquesne, PA, which doubled the size of the bed pillow operation.

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About American Textile Company

American Textile Company is the leading supplier of private-label bed pillows, mattress pads and mattress and pillow covers. Its customers are the leading retailers in the United States and Canada, including Bed Bath & Beyond, Kmart, Kohl's, Linens 'N Things, Sears, Target and Wal-Mart. American Textile is the market leader in allergen barrier bedding products. Privately held by the Ruttenberg family, the company is headquartered in Duquesne, PA.