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ALLERGISTS RECOMMEND PROTECTIVE BEDDING AS TOP REMEDY TO ALLEVIATE INDOOR ALLERGIES

Survey reveals best ways to combat the effects of allergens living in your home, just in time for spring allergy season

DUQUESNE, Pa., March 9, 2010 – Nearly 98% of allergists recommend protective bedding as the number-one way to minimize indoor allergy symptoms, according to a recent Braun Research survey, conducted on behalf of Aller-Ease¹. In addition to protective bedding, allergists also recommend antihistamines (96%), air conditioning (88%), air purifiers (80%) and diet modifications (26%).

Virtually all beds are host to an entire world of invisible allergens. Although most people are unaware of this fact, allergists are all too familiar with the symptoms associated with these unseen bedfellows. That's why they recommend protective bedding as the first line of defense.

“Combating allergy symptoms usually involves a combination of treatments, including allergen protective bedding for those with indoor allergies. Beds can be a hotspot for accumulation of many common indoor allergens such as house dust, dust mites and pet dander,” said Clifford W. Bassett, M.D., Medical Director of Allergy and Asthma Care of New York.

The study also showed eight-in-10 allergists (82%) agree that beds and pillows begin accumulating allergens immediately after purchase², so covering your mattresses and pillows is important, even if they're new.

“Most patients suffering from indoor allergies don't realize that their bedrooms may contribute greatly to their ongoing allergy symptoms, so encouraging them to manage their indoor environment is important,” notes Bassett.

¹ Allergist Survey – Braun Research, Nov. 2009 (n=351; +/-5%)

² Allergist Survey – Braun Research, Nov. 2009 (n=351; +/-5%)

These findings are of particular interest to the more than 60 million Americans who suffer from seasonal allergies.³ The effects of seasonal allergies, on top of symptoms from common indoor allergies, can make spring exceptionally miserable. Plus, this season may be particularly difficult for allergy sufferers as weather forecasters are predicting that El Nino weather patterns are likely to cause increased plant growth and tree pollens in some parts of the country.⁴

“While this spring may prove to be one of the worst allergy seasons ever, I like to offer practical solutions that are useful for patients all year round, especially if they suffer from both indoor and seasonal allergies,” says Bassett. “I often suggest trying allergen protective bedding because it blocks microscopic particles, which collect in bedding and invade our ‘breathable’ space.”

Allergy sufferers say they like Aller-Ease protective bedding because they filter allergens, yet they’re soft, cool and quiet, allowing them to sleep comfortably and wake feeling refreshed.

Dr. Bassett also recommends the following tips to prevent allergen accumulation in the bedroom and around the house:

1. Encase your mattress, box spring and pillows in highly effective allergen barrier covers, such as Aller-Ease protective bedding products.
2. Wash bed linens weekly in 130-degree Fahrenheit water.
3. Consider traveling with your pillow protector to help minimize symptoms in hotels or while on the road.
4. Minimize dust collecting clutter, such as drapes, rugs and plush toys from the bedroom and other areas of your home.
5. Place non-washable plush toys in a zip-lock bag and put them in the freezer for 3-5 hours every week to kill off any dust mites.
6. Air-conditioner filters should be changed frequently during the allergy season.
7. Use a low cost home hygrometer to help keep humidity below 50 percent, as dust mites thrive in higher humid environments.

³ <http://www.sdihealth.com/disease-tracking/allergies-asthma.aspx>

⁴ <http://www.cpc.ncep.noaa.gov/products/predictions/90day/fxus05.html>;
<http://www.newswest9.com/Global/story.asp?S=11861738>

8. Use easy-to-clean hardwood, tile or linoleum flooring instead of carpeting.
9. If you do have carpeting, use a vacuum equipped with a HEPA filter to reduce airborne dust.
10. Shampoo hair nightly and change clothes before entering the bedroom to avoid transferring outdoor pollens into your bed.

For more information about allergies and asthma and ways to help minimize symptoms, visit www.aller-ease.com.

Win a Free Aller-Ease Pillow Protector

Spring has sprung and that means allergies and spring-cleaning are upon us. This year Aller-Ease wants to help alleviate your allergy symptoms after you've rid your house of all the clutter and dust that winter left behind. Visit www.aller-ease.com between March 21 and April 30 and tell us the most disgusting thing you found during your spring cleaning and you'll have a chance to win a grand prize of an Aller-Ease allergy-proofing bedroom makeover for your entire home (up to four beds).

About the American Textile Company

American Textile Company is the leading supplier of quality mattress and pillow protectors, bed pillows and mattress pads to large and small retailers. The company's products are designed to improve the quality of sleep. Brands include Aller-Ease[®], designed especially 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 and sleeplessness associated with night sweats. Products are sold at leading retailers in the United States and Canada, including Wal-Mart, Kmart, Target, Sears, Macy's and Kohl's. For more information, visit www.americantextile.com.

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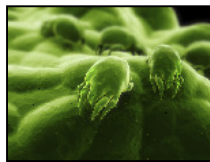
Aller-Ease® Allergen Filtration Protective Bedding: Between You and Your Bedfellows Fact Sheet

More than 60 million seasonal and 50 million indoor allergy sufferers¹ are plagued every year by enemies inside their homes they cannot see. All bedrooms, from the dirtiest dorms to beautiful master suites, are equally susceptible to uninvited microscopic residents.

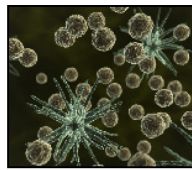
Beds are a hotspot for these allergens, as millions of particles including dust mites, pollen, mold spores and pet dander settle inside mattresses and pillows, triggering allergy symptoms during sleep. While it's difficult to control allergens outside, allergists agree that mattress and pillow protectors such as Aller-Ease® allergen filtration protective bedding products are the first line of defense to help prevent indoor allergy symptoms while you sleep.

Aller-Ease Visual Package:

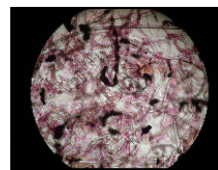
These and other high-resolution images and b-roll are available from Aller-Ease upon request.



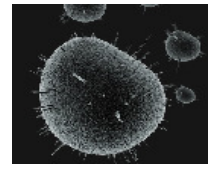
Dust mites on fabric fibers



Allergen particles



Microscopic image of debris



Mold spores

Stats and facts about dust mite accumulation:

- Aller-Ease tested a collection of pillows of varying ages and found this: Sample content from a five-year-old pillow contained 180,000 skin cells, while the 30-year-old pillow had only 170,000². Since dust mites exist on a diet of skin cells, it is feasible to conclude that this number decreases over time on unprotected pillows because more dust mites have accumulated to feed on these skin cells.
- A typical unprotected mattress may be host to anywhere from 10,000 to 10 million dust mites³.
- Mattresses can double in weight every 10 years due to microscopic allergens that accumulate inside.
- An unprotected pillow increases in weight 10% every two years due to dust mites and dust mite feces.

Allergist research key findings:

Aller-Ease conducted a survey of 350 allergists by Braun Research in November 2009 (n=351; +/-5%) and found the following:

- Allergists agree that beds are hotspots for allergens such as dust mites and pollen and recommend using protective bedding as a way to alleviate allergy symptoms.
- Nearly all allergists (98%) recommend protective bedding to patients suffering from indoor allergy symptoms, more than other preventative measures such as antihistamines, air purifiers and diet modifications.
- Eight-in-10 allergists (82%) agree that beds and pillows accumulate allergens immediately after purchase.

About Aller-Ease:

- Aller-Ease protective bedding products filter allergens, such as dust mite droppings, pollen, microscopic particles and pet dander in pillows and mattresses so allergy sufferers can sleep comfortably and wake refreshed.
- Aller-Ease uses innovative fabric engineering techniques and offers products made from breathable cotton, not the uncomfortable, noisy plastic bedding from years past.
- For more information about Aller-Ease products, allergies or to order product online, visit www.aller-ease.com.

For more information, images or b-roll contact: Katie Calligaro, 412-456-3596 or e-mail: [Katie Calligaro](mailto:Katie.Calligaro).

¹ The American Academy of Allergy, Asthma & Immunology

² EMLab P&K (Phoenix, AZ) – Spore Trap & Other biological Particle Report (3/09); Allergen Report, Elisa Methodology (2/09)

³ William F. Lyon, Ohio State University Extension.