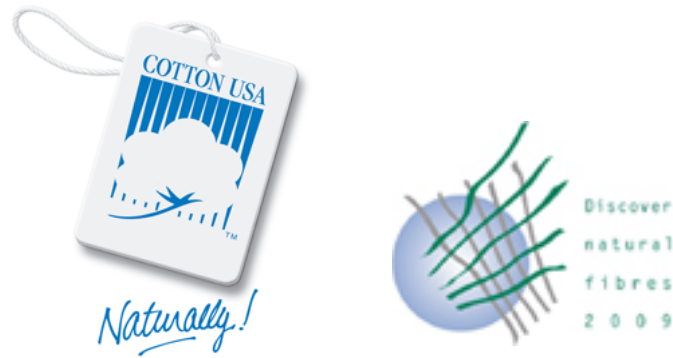


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Cotton Recognised During International Year of Natural Fibres

MEMPHIS, TN – Cotton and all natural fibres will be celebrated around the globe following a declaration by the United Nations General Assembly proclaiming 2009 the International Year of Natural Fibres (IYNF). The main intent of IYNF is to raise the profile of natural fibres, including cotton, and emphasise their value to consumers and to society, while helping to sustain farmer income.

Robert S. Weil, II, president of Cotton Council International (CCI), a non-profit U.S. trade association, applauds the emphasis this declaration and its related promotions will give to the importance of natural fibres in the global economy.

“Natural fibres, including cotton and U.S. cotton, are key economic contributors worldwide,” Weil said. “The IYNF is a prime opportunity to bring attention to natural fibres and further stimulate consumer demand. CCI and its COTTON USA programme have for more than half a century promoted the benefits of natural fibres, cotton generally, and U.S. cotton specifically. CCI supports this effort and the well-deserved attention it brings to the importance of all natural fibres, and especially cotton, globally.”

Cotton — a natural, renewable and biodegradable resource — is the largest natural fibre in the global fibre, textile and apparel economy, now representing roughly 80 percent of all natural fibres consumed. Cotton represents hundreds of billions of dollars of economic activity and employs hundreds of millions of people from field to fabric.

For more information about CCI and its U.S. cotton promotion efforts, please visit www.cottonusa.org.

For further information about the IYNF please visit www.naturalfibres2009.org

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Cotton Council International (CCI), the export promotion arm of the National Cotton Council of America, is dedicated to increasing U.S. exports of cotton, cottonseed and their products. In overseas markets, CCI represents the seven segments of the U.S. cotton industry: producers, ginner, warehouse, merchant, cottonseed handler, cooperative and manufacturer. With offices in Washington, Memphis, London, Hong Kong, Seoul and Shanghai and dedicated representatives in numerous other countries, CCI plays a major role in strengthening key markets for U.S. cotton and U.S. cotton products in Europe, Asia, Latin America, South Asia and Africa. The banner for CCI's work is the COTTON USA Mark, which customers and consumers identify with quality fibre and products manufactured with a high content of U.S. cotton.

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