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COTTON COUNCIL INTERNATIONAL SUPPORTS “DISCOVER NATURAL FIBRES INITIATIVE”

A coalition between Cotton Council International (CCI) and other international natural fibre organisations recently established the Discover Natural Fibres Initiative (DNFI) to increase awareness of natural fibres, including cotton. The DNFI extends the partnership initiated by the International Year of Natural Fibres (IYNF) Steering Committee organisations following a year of working together in 2009, dubbed the “International Year of Natural Fibres.”

“The Discover Natural Fibres Initiative will build on the success of the IYNF and adopt the same objective, which is to raise the awareness and profile of natural fibres, including cotton, and emphasise their value to global consumers while helping to sustain farmer income,” said CCI President Wally Darneille. “Natural fibres, including cotton and U.S. cotton, are key economic contributors. The global recognition this initiative will bring to cotton and other natural fibres is well-deserved.”

The decision to continue working closely together was the result of an IYNF committee meeting held in Frankfurt, Germany, in January 2010. DNFI is an alliance of key international natural fibre organisations including CCI, the International Wool Textile Organization (IWTO), the International Cotton Advisory Committee (ICAC), the Bremen Cotton Exchange, the International Textile Manufacturers Federation (ITMF), the International Forum for Cotton Promotion (IFCP) and many others. Henrik Kuffner, Director General of IWTO, was elected as committee chair for the year 2010.

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 globally employs hundreds of millions of people from field to fabric to retail.

CCI is the National Cotton Council's (NCC) export promotions arm and carries out programs in more than 50 countries globally under the COTTON USA trademark. CCI's headquarters is located in Washington, D.C., with offices located in Memphis, London, Hong Kong, Seoul and Shanghai, in addition to a global network of representatives.

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Notes to Editors

About COTTON USA

COTTON USA is a brand that inspires trust and embodies quality in all products made using U.S. cotton. The COTTON USA Mark is a sign of reassurance of purity, strength, comfort and feel to consumers around the world. It can currently be found on underwear and t-shirts at Bodas, on cotton towels and bedlinen at Marks and Spencer, and on cotton towels at Christy and BHS. More information on COTTON USA and the benefits of U.S. cotton can be found at www.discovercottonusa.com.

About CCI

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong, Seoul and Shanghai, in addition to a global network of representatives.

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