



About Cotton Incorporated

Cotton Incorporated was founded in the early 1970's by the U.S. growers of upland cotton. The organization's mission is to increase the demand for and profitability of cotton through research, while building up customer demand through advertising and promotion. Over the last few decades innovations such as wrinkle-free cotton garments has held cotton in the spotlight, as does the now famous "**The Fabric of Our Lives**" television campaign. The **Seal of Cotton**, created in 1973, provides point-of-purchase brand identification and is now recognized by eight out of 10 consumers.

Cotton Incorporated has two Web sites. The trade site, www.cottoninc.com, manages queries including The COTTONWORKS® Fabric Library for worldwide sourcing, as well as fashion trends, agricultural and textile research and industry information, importer updates, consumer data. The www.fabricofourlives.com is a consumer site providing a broad range of information on everything from fashion and decorating to lifestyle and fabric care.

Cotton Incorporated's *Lifestyle Monitor*™ has tracked America's attitudes and behavior towards apparel and home furnishings for 10 years. The *Lifestyle Monitor* has completed more than 37,000 interviews to provide meaningful information to cotton market decision-makers worldwide. Data is continually released, while the *Lifestyle Monitor* magazine is published three times a year.

Cotton Incorporated advances research in agriculture, fiber quality and textile manufacturing. A state-of-the-art research center at the company's world headquarters in Cary, NC, is staffed by scientists and engineers specializing in Agricultural Research, Textile Research and Implementation and Fiber Management Research. The Strategic Planning group analyzes major trends that will effect cotton in the US and globally, and Global Product Marketing works with companies to provide technical, informational and fashion services. Consumer Marketing is located in New York, and additional offices are located in Los Angeles, Mexico City, Osaka, Shanghai and Singapore.

J. Berrye Worsham is President and Chief Executive Officer and Eddie Smith, a cotton producer from Floydada, TX is currently chairman of the board.

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