



MEDIA ADVISORY FOR MONDAY-THURSDAY, FEB. 14-17, 2005

World's Largest Apparel Show to Feature Booth and Seminar on Rapidly Expanding Organic Fiber Apparel Market

Industry Leaders from Nike and Other Brands Available for Interviews

What: The MAGIC Marketplace (<http://www.magiconline.com>), the world's largest apparel and accessories show, will feature an interactive booth hosted by the Organic Exchange (www.organicexchange.org) to introduce brands and retailers to the growing new market for apparel, personal care and house wares made from organically grown fibers.

More than 35 companies will be featured at the booth, including American Apparel, BioRe/Remei, Cutter & Buck, Diety Aton, Good Karma, Green Babies, Greensource, Hanna Andersson, Marks & Spencer, Nike, Norm Thompson, Patagonia, Prana, Pratibha Syntex Ltd., Sahalie, Sportif and Timberland.

Visitors can view new products, pick up an organic cotton giveaway and sample organic food. CEOs and industry leaders from leading brands and retailers will be available for interviews at the booth.

The Organic Exchange also is hosting a seminar focusing on the rapidly expanding organic fiber market: "Organic Living: A Market for Apparel, Home and Beyond."

Who: **Host:** Rebecca Calahan Klein, Executive Director, Organic Exchange

Executives from the following companies will be available for interviews at the booth:
Heidi McCloskey, Global Sustainability Director, Apparel Division, Nike (OR)
Laurie Dunlap, President, Blue Canoe (CA)
Lynda Fassa, President, Good Karma and Green Babies (NY)
Duncan Berry, President, The Source/Greensource (WA)
Scott Leonard, Founder, Indigenous Designs (CA)
Beaver Theodosakis, Founder/CEO, Prana (CA)
Marc Zaroff, President, Under the Canopy (FL)

Featured speakers at the seminar include:
Heidi McCloskey, Director, Global Sustainability Director, Apparel Division, Nike
Lynda Fassa, President, Green Babies/Good Karma
Duncan Berry, President, The Source/Greensource
Cliff Bingham, Member of the Board, Texas Organic Cotton Marketing Cooperative.

Where: Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, NV 702-892-0711
Organic Exchange booth is located in the Grand Lobby
"Organic Living" Seminar will be held at North Hall, Mezzanine Level, Rm. N261

When: Organic Exchange booth: Feb. 14-17 (Mon.-Thurs.)
"Organic Living" Seminar: Feb. 16 (Wed.), 8 a.m. - 9:30 a.m.

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Background: The MAGIC Marketplace is the largest and most comprehensive marketplace for the apparel and accessories industry. The show floor spans over 700,000 net square feet of apparel, footwear and accessories and provides a sneak peek into key seasonal trends during its edited runway fashion shows.

Sales by U.S. and Canadian organic fiber products manufacturers jumped 22 percent in 2003, according to the Organic Trade Association's 2004 Market Survey. The Organic Exchange estimates that demand for organic cotton fiber by leading brands and retailers doubled from 2002 to 2004 and projects continued rapid growth in 2005 and 2006.

Organic fibers include organically grown cotton and wool. Organic production is based on a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers.

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