



News Release

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FOR IMMEDIATE RELEASE

Celebrate "12 Holi-Daze of DACRON® Fiberfill" with DACRON® Brand

KENNESAW, Ga. (Dec. 19, 2011) — While the children are nestled all snug in their beds and visions of sugarplums dance in their heads¹, followers of the DACRON® brand on Twitter can celebrate the "12 Holi-Daze of DACRON® Fiberfill." For 12 days, beginning Dec. 20 through New Year's Eve, the DACRON® brand team will tweet holiday sleeping tips, brainteasers and fun facts that could earn some savvy followers a pair of branded mini-pillows that are convenient for kids and travel or a \$50 gift card that could be put toward the bedding of their dreams. [See <http://www.invista.com/en/brands/dacron.html> for complete details and official rules.]

"Sleep is invariably the first thing to go as we celebrate the holidays, so we thought we'd have a little fun with that on Twitter," said Donna Kelloway, segment manager for INVISTA's North America Fiberfill business. "Because DACRON® sleep products have been around for a long time, it's like getting tips and sleeping advice from a trusted friend."

In addition to tweeting sleep trivia questions during the "12 Holi-Daze of DACRON® Fiberfill," the DACRON® brand team will help busy consumers make informed holiday bedding choices for their homes, families and guests. The tweets will highlight bedding features with branded fiberfill from INVISTA, including advanced information on new DACRON® Memorelle™ fiberfill featuring SMART TECHNOLOGY, a memory foam-like alternative that's gentler on pressure points and more adaptable to the sleeper's movements. Pillows made with DACRON® Memorelle™ fiberfill will be available at retail stores in early 2012.

The mini-pillows that lucky winners will receive are screen-printed with the DACRON® fiber quality seal, which is based on a legacy of fiber technologies that have earned people's trust for more than 50 years. In nationwide consumer surveys, two-thirds of consumers recognize the DACRON® brand—one of the highest ratings over other comparable home textile brands. Sixty percent of home textile shoppers surveyed say they would pay more for bedding products featuring the DACRON® fiberfill quality seal.²

Follow @DACRONBrand on Twitter to participate in "12 Holi-Daze of DACRON® Fiberfill."

¹ Paraphrased from the poem, "Twas the Night Before Christmas" by Clement Clarke Moore (1779 - 1863); also called "A Visit from St. Nicholas" (1822) [public domain]

² 2010 Online blind consumer research with nationally representative panel of U.S. home textiles decision makers. N=1041



About the DACRON® fiber quality seal

The DACRON® fiber quality seal is on the packaging of bedding products filled with luxuriously comfortable Comforel® fiberfill, durable and functional Performa® fiberfill, and long-lasting DuraLife™ fiberfill. The DACRON® fiber quality seal is based on a legacy of fiber technologies that have earned people's trust for more than 50 years. With two-thirds of respondents saying they are familiar with the DACRON® brand in a 2010 nationwide survey, it has one of the highest levels of consumer awareness among popular home furnishings brands. With the quality seal's taglines of "Trust What's Inside" and "It Just Feels Good," consumers can immediately recognize that pillows bearing the DACRON® fiber quality seal offer a combination of fill power, comfort and durability.

About INVISTA

INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVA™, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information, visit www.INVISTA.com.

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