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FOR IMMEDIATE RELEASE

**GIVE A GIFT OF SWEET DREAMS THIS HOLIDAY SEASON:
Fieldcrest® Luxury Pillows with DACRON® Memory Fiber at Target**

KENNESAW, Ga. (December 17, 2014) — It's not too late to make their dreams come true this holiday season! A Fieldcrest® Luxury pillow with DACRON® Memory Fiber down alternative fiberfill is a creative yet practical choice for gift-giving. These easy-care pillows come in Standard/Queen and King sizes and are available exclusively at Target retail stores and at target.com.

A pillow makes a sleep-friendly, one-size-fits-all present for anyone in the family. It seems everyone can use a new one, and the benefits extend long after a one-time holiday gift. Fieldcrest Luxury pillows with DACRON® Memory Fiber are a gift that will keep on giving all year through.

Filled with DACRON® brand premium polyester with SMART technology that adjusts to one's preferred sleeping position, these luxurious pillows provide night after night of silky softness, without the hefty price tag of natural down. Easy on pressure points, DACRON® Memory Fiber down alternative fiberfill also provides the clear answer to heavy, expensive memory foam that often retains too much heat.

"This pillow is a great gift for that special someone who has everything or is hard-to-buy-for," says Misti Moore, marketing manager for the DACRON® brand. "The Fieldcrest Luxury pillow with DACRON® Memory Fiber has SMART technology that reshapes and moves with you as you sleep to evenly distribute pressure, relieving pressure points, plus it combines that luxurious down-like feel with the lasting support of a memory fiber product."

Fieldcrest Luxury Pillows featuring DACRON® Memory Fiber have a 300 thread count cotton sateen stripe cover – exceptionally soft, for the ultimate in comfort and style. They are hypoallergenic and machine-washable and retail at less than half the price of most natural down pillows.

For more information, visit www.dacron.com and try The Bedding MatchMaker by DACRON®. To order, visit target.com.

About INVISTA

With leading brands including LYCRA®, COOLMAX®, CORDURA®, DACRON®, STAINMASTER® and ANTRON®, INVISTA is one of the world's largest integrated producers of chemical intermediates, polymers and fibers. The company's advantaged technologies for nylon, spandex and polyester are used to produce clothing, carpet, car parts and countless other everyday products. Headquartered in the United States, INVISTA operates in more than 20 countries and has about 10,000 employees. For more information, visit INVISTA.com, Facebook.com/INVISTAGlobal and Twitter.com/INVISTA.

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EDITOR'S NOTE: High-resolution images for editorial use available on request. Please contact Performance Bedding Products Marketing Manager Misti Moore, misti.moore@invista.com.