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NEWS

February 2010

For the latest Supima crop and market information, visit our web site at:

www.supima.com

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Supima Design Competition And Fashion Show

The third edition of Supima's annual Design Competition for Emerging Designers culminated with a fashion show held at the New York Times Center in New York on January 19, 2010.

A line around the block of eager media, designers, buyers and other fashion and textile industry people wanting to attend the fashion show, soon outgrew the seating capacity provided within the theater, as the crowd swelled to over 600 guests. With a standing room only crowd, ad-hoc arrangements were quickly put into place to broadcast the live show over closed circuit-flat panel televisions throughout the reception and lobby area outside the theater.

Katrina Szish, a TV personality and host specializing in fashion, entertainment and lifestyle, emceed the fashion show. After a brief welcome by Jesse Curlee (President of Supima) about the brand, the lights faded and the black-out curtains raised to reveal an atrium of bottom-up lit birch trees. With six designers, each featuring four unique designs, the models quickly brought the show to life with the unique world class designs.

Following the show, Super model Coco Rocha presented the Best of Show award to Gina De

Silva and Robin Thomas won the award for Best T-shirt.

Starting three months earlier with an open casting call held at Bloomingdale's flagship store in New York, Supima began to capture video footage to archive the event and to compile into five revealing episodes in a behind the scenes format.

The five episodes have now been completed and just released with one episode per day on a daily basis during the week of February 15—19, 2010. The complete series of videos can be watched via the Supima website and can be accessed directly via this link: <http://bit.ly/aJoYyJ>



Supima's Email Newsletters

Supima's email newsletters—yes, there are two—continue to evolve to maximize bringing you the best information in the best and timeliest format.

The images of the newsletter to the right shows the two current version. One newsletter entitled "The Supima Newsletter", provides information on Supima® products and promotional activities along with special features. The other newsletter entitled "Supima Industry Newsletter" will provide production, demand and supply information along with other pertinent news such as the recent activity.

Make sure to sign-up for our email newsletters at <http://bit.ly/8fZMs> to stay current with all the Supima news and receive special updates or announcements as they are released.

Sign-up Today!

Issue: # 1 May 2008

Supima Industry Newsletter

Dear Marc,

This month's newsletter features a quick update on the status of the current farm bill legislation along with some updated supply and demand information. We would also like to invite you to share this newsletter by clicking on the "Forward email" link at the bottom of the newsletter.

Farm Bill Passes Senate Vote 81-15
The 2007 Farm Bill is headed to the President

With a vote of 81 - 15, the U.S. Senate passed the 2007 Farm Bill on May 15, a day after the House passed the bill with a vote of 318 - 106. The 81 votes in favor of the bill exceeded the 67 that were required to "veto-proof" the bill.

The new Farm Bill will be valid through July 31, 2013 and the ELS component of the bill remains unchanged from the previous Farm Bill. Further details including the entire ELS language in section 1208 and a link to the entire Farm Bill document can be found by clicking on this [link](#).

In This Issue

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Supima Launches Social Media Campaign

This month Supima launched the Supima Lasting Moments social media campaign on:

www.supimalastingmoments.com

This new initiative and campaign is focused on reaching out directly to the consumer and engaging them while rewarding them for their participation with the opportunity to win some Supima home textiles.

Supima is engaging the latest social media tools to help brides-to-be share their stories in an exciting and new way to commemorate and share their own Lasting Moments.

"We're asking brides-to-be to share their own special stories at our new social media website," says Supima President Jesse Curlee. "We believe they'll enjoy sharing their experiences, and that others will enjoy hearing them. Participants will be given an opportunity to upload a video sharing their Lasting Moment. Entries that get the most viewer votes each month will win luxurious and long-lasting Supima cotton home goods."

Visitors to the [website](http://www.supimalastingmoments.com) who vote for their favorite Lasting Moment will also have the opportunity to register to win monthly prizes. The contest website will also feature links to bridal registries, retailers and tips for brides-to-be.

"Supima cotton is a perfect choice for bridal showers and wedding gifts because Supima fibers are longer and finer than ordinary cotton," Curlee adds. "High fiber quality makes Supima cotton softer than any other plant fiber and helps it absorb dye better. And, unlike other luxury fibers, Supima cotton is incredibly sturdy, making it the perfect gift for Lasting Moments."

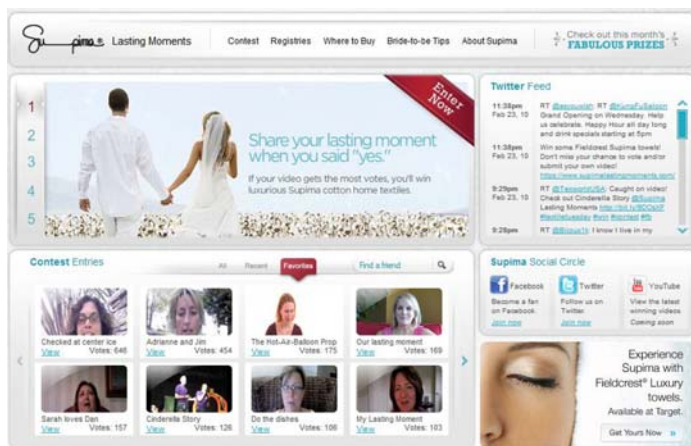
Supima can be found at finer department and specialty stores nationwide.

Other retailers carrying Supima products include Nordstrom, Lord & Taylor, Saks, Macy's, Target and Bed Bath &

Beyond. Supima products can also be found in direct mail-order catalogs from Lands' End, Lincensource and L.L.Bean.

Examples of home textile brands carrying Supima trademarked products include Fieldcrest, Ralph Lauren, WestPoint Home and Springs Global/Wamsutta.

The Supima trademark is your guarantee that the product contains Supima, the world's finest cotton. No other trademark can guarantee a product's luxury cotton content.



Première Vision

The February 2010 edition of **Première Vision (PV) for Spring Summer** was held in Paris on February 9—12 in Paris, France.

Considered to be one of the most important international global textile fairs, the PV show is an indicator of industry activity. After somewhat dismal shows in 2009, the February 2010 PV and Expofil show recorded a 5% increase in attendance from the show a year ago. This was a pleasing statistic for the approximately 1,500

exhibitors.

Supima featured a new booth design this year. Utilizing actual bales of Supima cotton at the entrance to the booth, the new design also better highlighted the fabrics and garments on display. In addition to the wide range of fabrics and garments, Supima also prominently displayed the new



"Supima Collection" of men's apparel that recently debuted at Bloomingdale's department stores in the USA. This included Supima t-shirts along with hoodies and henleys that were constructed of 80% Supima and 20% cashmere. All received rave reviews.

AMERICAN PIMA SUPPLY/USE ESTIMATE

	2005/06	2006/07	2007/08	2008/09	2009/10 *
Beginning Stocks	13	78	188	156	305
Production	630	765	852	431	390
Imports	19	9	6	0	2
Total Supply	662	852	1,046	587	697
Domestic Use	51	39	36	29	30
Exports	520	672	833	232	600
Total Use	571	711	869	261	630
Unaccounted Stocks	-13	47	-21	-21	0
Ending Stocks	78	188	156	305	67
Stocks to Use Ratio	13.7%	26.4%	18.0%	116.9%	10.6%

Released February 9, 2010 by the USDA World Agricultural Outlook Board (WAOB).
Listed in thousand 480-lb. bales

American Pima Update

Classing of American Pima for the 2009/10 crop year has now been reported as being complete by the United States Department of Agriculture (USDA)—Agricultural Marketing Service (AMS).

The two available classing reports are available here:

Classing classing office report: http://www.ams.usda.gov/mnreports/mp_cn104.txt

Classing state report: http://www.ams.usda.gov/mnreports/mp_cn110.txt

The classing office report indicates that a total of 384,467 bales have been classed by the Visalia classing office. (The only classing office that classes American Pima today.)

The state report indicates that 350,064 bales have been classed. The difference of 34,403 bales represent those bales from New Mexico and Texas that are not reported under the single reporting rules and are intended to protect an individuals privacy. If there are limited reported figures that would not be sufficient to average out the data and prevent a report from specifically identifying an individual's production then the

data is not published. The table to the right details a summary of the final classing report information for the states of Arizona and California only.

The most recent United States Department of Agriculture (USDA)—Foreign Agricultural Service (FAS) export report from February 19 indicates that export sales for the 2009/10 crop stand at 581,000 bales. This figure is already more than double of last year's total exports and is 19,000 bales below the USDA's—WAOB export shipment forecast for the year from the February 9 report.

The [International Cotton Advisory Committee](#) (ICAC) also released their bi-monthly Extra—Fine Cotton Update report on February 22. The new report indicates that global ELS/LS stocks are expected to drop a little lower to 891,000 bales from 975,000 bales as reported by the December 15, 2009 report. This level is virtually the same as the 2005/06 crop year at 882,000 bales. The change resulted from a 38,000 bale increase introduction and a 69,000 bale increase in imports, less a 106,000 bale increase in consumption and a 87,000 bale increase in exports.

Percentage of High Grades:

(Color Grade 2 and above)

Arizona	98.2%
California	83.8%

Staple Length Percentages:

Arizona	1-3/8"	11.3%
	1-7/16"	31.6%
	1-1/2"+	57.1%
California	1-3/8"	2.8%
	1-7/16"	30.7%
	1-1/2"+	67.0%

Strength Averages in GPT:

Arizona	40.3
California	41.3

Uniformity Averages:

Arizona	85.6
California	85.5

Micronaire Averages:

Arizona	4.22
California	3.96

As reported by USDA-AMS, February 11, 2009

Important Web Links—American Pima Crop Information

USDA—AMS Pima Spot Price (Daily):

http://www.ams.usda.gov/mnreports/MP_CN011.txt

U.S. ELS Competitiveness Payment Report (Weekly):

http://www.fsa.usda.gov/FSA/webapp?area=home&subject=e_cpa&topic=fta-el

USDA—NASS U.S. Production Estimates (Monthly):

<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1046>

USDA—FAS Export Sales Report (Weekly):

<http://www.fas.usda.gov/export-sales/cottfax.htm>

USDA—NASS Cotton Reports:

<http://www.usda.gov/nass/pubs/estindx1.htm#cotton>

USDA CLASSING INFORMATION

By Classing Office: http://www.ams.usda.gov/mnreports/MP_CN104.txt

By State: http://www.ams.usda.gov/mnreports/MP_CN110.txt

AMERICAN PIMA SPOT QUOTATIONS

Staple	Color and Leaf Grade					
	01-1	02-2	03-3	04-4	05-5	06-6
48	125.75	125.25	112.25	91.50	82.00	72.75
46	125.50	125.00	112.00	91.50	82.00	72.75
44	120.50	120.00	107.00	86.50	80.75	72.50
	Mike Range	Differences	Strength Range	Differences	Ext. Matter	Differences
	2.6 & Below	-1350	35.4 & Below	-1050	Prep 1:	-610
	2.7-2.9	-945	35.5—36.4	-800	Prep 2:	-895
	3.0-3.2	-550	36.5—37.4	-550	Prep 3:	-515
	3.3-3.4	-395	37.5 & Above	0	Prep 4:	-835

USDA daily report, February 18, 2010 (2009/10 crop)

Net weights in mixed lots, uncompressed, UD Free, FOB warehouse

AMERICAN PIMA EXPORTS

	<u>2002/03</u>	<u>2003/04</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10 *</u>
Belgium	7.8	8.2	14.5	7.1	4.6	6.3	0.2	2.0
Germany	31.6	18.0	5.7	18.3	20.4	16.8	14.5	10.8
Italy	34.0	16.6	6.9	11.2	14.3	10.6	2.1	3.3
Portugal	3.4	2.7	1.6	1.4	4.7	8.6	0.1	0.0
Switzerland	10.1	10.3	6.8	5.6	7.4	8.9	2.2	0.6
Turkey	9.9	1.9	21.5	24.9	6.4	16.5	8.2	3.5
Other	0.2	0.6	0.6	0.6	1.0	4.4	1.0	0.0
Europe Totals—	97.0	58.3	57.6	69.1	58.8	72.1	27.3	19.6
Bangladesh	33.4	20.9	16.2	2.2	11.8	13.7	9.0	6.4
China	63.5	81.9	128.1	246.3	163.6	176.4	57.5	290.4
India	67.1	43.2	76.0	75.0	91.6	146.7	27.2	105.3
Indonesia	68.2	60.4	47.6	41.3	59.4	68.0	20.3	12.4
Japan	82.6	62.5	73.2	44.0	49.8	53.3	14.8	12.9
Korea Republic	7.2	9.3	24.7	10.8	21.8	22.5	4.7	12.4
Pakistan	101.8	93.4	182.6	55.9	113.6	159.0	26.8	62.1
Taiwan	46.3	20.2	59.9	7.6	31.3	29.8	2.9	10.9
Thailand	25.3	17.0	21.1	15.3	22.1	24.1	8.8	11.0
Other	9.4	6.9	21.1	4.2	6.7	18.4	17.1	1.5
Asia Totals —	504.8	415.7	650.5	502.6	571.7	711.9	189.1	529.3
Brazil	1.6	3.1	2.3	3.0	5.5	5.3	2.0	0.8
Canada	0.0	12.1	4.4	0.0	0.0	0.0	0.0	0.0
Chile	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0
Ecuador	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Guatemala	0.0	0.1	1.9	0.5	0.0	0.1	0.8	0.0
Mexico	1.2	2.9	0.9	2.4	0.5	0.3	1.2	3.0
Peru	31.2	28.8	50.2	1.9	13.6	28.2	2.4	11.9
Salvador	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Venezuela	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
W. Hemi Totals—	34.0	47.1	60.0	10.1	19.6	33.9	6.6	16.0
Rest of World	0.1	0.0	0.0	0.0	2.4	14.6	3.8	16.0
World Totals	635.9	521.1	768.1	581.8	652.5	832.5	226.8	581.0

Source—USDA/FAS U.S. Export Sales—February 19, 2010 - Sales listed in thousand 480-lb. bales - * Listed in running bales through February 12, 2010



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