



FOR IMMEDIATE RELEASE

CONTACT

Geralyn Lederman

212-297-2118

glederman@kellencompany.com

**ADFC TO REVIEW LABELING COMPLIANCE PROGRAM SUCCESSES
DURING MARKET WEEK**

NEW YORK, NY (July 31, 2007) – The American Down and Feather Council (ADFC) will be meeting during the New York Home Fashions Market, August 6 – 10, to discuss the progress of its Labeling Compliance Program. The program, which was launched in January 2006, has had a very positive impact on the industry. Thirteen complaints have been settled to date; failing products have either been removed from sale or re-labeled.

The compliance program is designed to ensure that all natural fill bedding products sold in the U.S. are labeled correctly and that the quality meets the claims made on the label or packaging, as well as federal, state and industry labeling requirements.

Stephen Palmer, chair of the ADFC, commented on the impact of the program, “The success of the Labeling Compliance Program indicates that it was initiated at the right time for the industry. We needed to begin self-policing our products for quality and labeling accuracy in order to retain retailer and customer confidence, and that is exactly what we are doing.

Manufacturers who are members of the ADFC and participate in the Labeling Compliance Program may display the ADFC Seal of Approval on their products.

###

About ADFC

The American Down and Feather Council, a section of the Home Fashion Products Association, is a voluntary association of manufacturers of natural-fill bedding products, as well as dealers, buyers, sellers and processors of feathers and down for use in home fashion products. The goal of the ADFC is to further the common interests of the down and feather products industry, and to maintain and improve product quality. The objective of the ADFC Labeling Compliance Program is to ensure all natural-fill bedding products sold in the U.S. are labeled correctly, and that the quality of the products meets or exceeds the claims made on the label or packaging.