

Press Release

National Nonwovens Introduces Three New XoticFelt® Colors

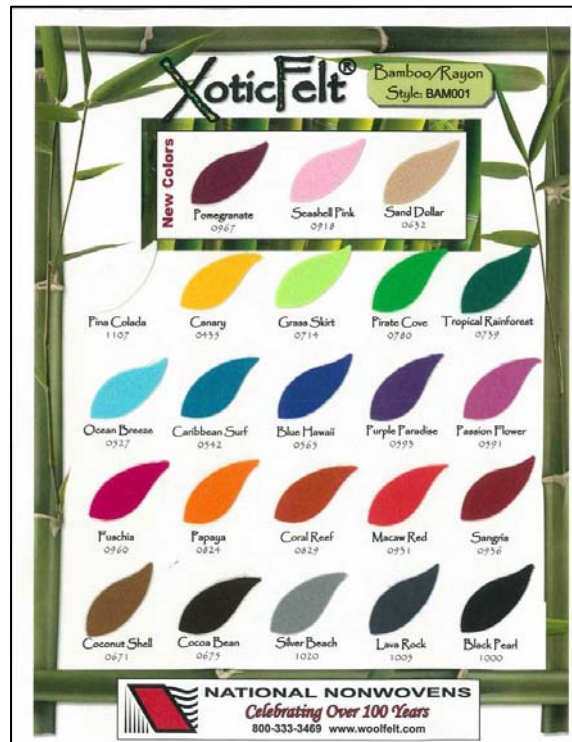
Pomegranate, Seashell Pink, and Sand Dollar added to bamboo-rayon XoticFelt™ product line.

Easthampton, MA – May 2, 2011 – National Nonwovens, the manufacturer of WoolFelt®, expands its bamboo-rayon product line with the addition of three new XoticFelt® colors. Inspired by hues from tropical paradises, the new 2011 colors are: ***Pomegranate, Sand Dollar, and Seashell Pink***. All the new colors will be on display for the first time May 13-15 during the International Spring Quilt Market in Salt Lake City, Utah.



XoticFelt® is an innovative blend of bamboo-rayon. National Nonwovens is the first manufacturer to utilize bamboo fibers in felt products. Although the bamboo fibers in XoticFelt® originate from a natural raw material, the bamboo fibers are actually considered cellulose or specialty rayon due to the manufacturing process used to turn the bamboo grass or stalks into pulp and then into fiber. Standard rayon fibers originate from wood pulp, which is also a natural raw material. XoticFelt®, made from a blend of specialty-rayon (from bamboo) and rayon, is noticeably softer than other felt products. It also uniquely absorbs dyes for luxuriously rich and vibrant colors.

National Nonwovens first launched its XoticFelt® product line two years ago with eight tropical colors. Because of its amazing soft texture and vibrant hues, XoticFelt® attracted a new generation to high-quality felt. The product line was quickly expanded and now has an impressive total of 23 colors. These new colors are reflective of the increasing demand for this type of felt throughout the industry and its adaptability in many diverse projects.



XoticFelt® Color Card Displaying Entire Product Line

For over a Century, National Nonwovens continues to be recognized as a leader in the industry for its superior quality textiles. Evolving from traditional felting techniques are National Nonwovens' innovative technologies that enable the company to produce a variety of quality felt including XoticFelt®. National Nonwovens also continues to offer its popular heirloom quality WoolFelt® in a variety of styles ranging from products with 20% wool content to our 100% virgin felted wool. Complementing this 100% wool product line is the WoolWisp® rovings and ShadedWisps® rovings, which is a natural blend of wool and rayon.

Based in Easthampton, Massachusetts, National Nonwovens is a leading manufacturer of needlepunched nonwovens, engineering innovative high performance product solutions and superior quality felt for a vast number of markets such as Aerospace, Ballistics, Home Furnishings, Filtration, and Medical. Visit the company at www.nationalnonwovens.com or www.woolfelt.com.

XoticFelt®, WoolWisps®, ShadedWisps®, and WoolFelt® are registered trademarks of National Nonwovens.