



FACT SHEET

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WHAT: Truly Organic Apparel is the apparel industry's first truly organic and chemical-free contemporary fashion line. The naturally dyed apparel features colors from medicinally rich botanicals and herbs from India such as turmeric, pomegranate, indigo and onions.

PRODUCTS: Truly Organic Apparel debuts in spring 2008 with an array of organic, subtly urban apparel for men and women, with nine items for women in 48 skus and five pieces for men in 11 skus. Women's items range from organic cotton blouses and capris to lightweight twill pants, while the men's separates include yarn-woven button-ups and Ts. All products feature botanical/herbal dyes.

VISION: Intent on revitalizing the use of natural dyes from start to finish, the company's mission is to make a difference by informing both consumers and apparel manufacturers of the viability of naturally-based dyes.

Herbal/Natural dyeing is a method that uses only medicinally rich botanicals and herbs, iron, and alum for color. Unlike conventional or low-impact dyeing processes, no chemicals or heavy metals such as chrome, copper, or tin are used in the dyeing process. Truly Organic Apparel utilizes a process that uniquely combines conventional dyeing machinery with natural dyeing ingredients and artfully crafted techniques.

HISTORY: Truly Organic is a natural progression of its parent company, Tenfold Organic Textiles, founded in 2004 by textile artist Leah Weinstein. Tenfold Organic Textiles began with Leah's desire to make environmentally sustainable quilts that were beautiful and functional, along with other fiber-based home products. Leah traveled to India to find natural dyes, where she discovered Aura Herbal Wear. Partnering with Aura, Tenfold Organic Textiles is one of the first companies to offer a full line of chemical-free garments with Truly Organic Apparel.

MARKET: The Truly Organic line appeals to both socially and fashionably conscious women and men seeking clean, contemporary styles with a subtly urban edge. The line is available at specialty boutiques nationwide and the Truly Organic website (as of 4/1/08) at www.truly-organic.com.

KEY EXECUTIVES: Paul Weinstein, President/General Manager; paul@tenfoldorganic.com
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