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FOR IMMEDIATE RELEASE

“Flip for Fall” Seasonal Household Tips Include Ten Million Reasons to Use Allergy-Protective Bedding

*Protect your family from the estimated 10 million allergen particles¹ in your mattress;
This year, use Aller-Ease[®] allergen filtration products as you flip your home for fall.*

DUQUESNE, Pa., September 22, 2009 – Wherever you live, a new season signals the time to make changes around the house. From pulling out blankets, replacing smoke detector batteries, varying the décor and flipping mattresses, moms around the country literally start “flipping” their home routines in the fall.

If you are one of the estimated 40-50 million seasonal or year-round indoor allergy sufferers², it’s also the perfect time to take measures – especially in the bedroom – to help minimize allergy symptoms. As part of your *Flip for Fall* routine, Aller-Ease[®] is challenging moms to include encasing their pillows and mattresses with protective bedding products this season.

“Moms are already preparing their homes and family for a season change and we know it can be daunting, especially when allergies are a factor,” said Jennifer Katz, vice president of marketing communications for Aller-Ease. “In fact, a nationwide survey found that over 50 percent of homes had at least six detectable allergens present.² The term *Flip for Fall* signifies a moment in time that reminds people to make allergy-proofing your home part of your fall routine – much like people do for spring cleaning.”

Allergy sufferer or not, no one wants sleep nestled among the estimated 10 million allergens lurking inside the average pillow and mattress. And for asthma sufferers, the problem is even more severe. Since Aller-Ease pillow and mattress protectors filter dust mites, mold spores, pet dander and other microscopic allergens, moms can feel confident that adding protective bedding is an easy and affordable way to minimize indoor allergies for a more comfortable night sleep.

¹ William F. Lyon, Ohio State University Extension.

² The American Academy of Allergy, Asthma & Immunology

To help people get their own routines started, Aller-Ease has collaborated with TheMotherhood.com, a national online community of moms to craft an ultimate *Flip for Fall* checklist, created *by* moms, *for* moms.

“It made sense to survey real moms to find out all the things that families are already doing in their homes to get ready for fall. By sharing tips, moms can build an all-inclusive schedule to refer to, and build on each year,” said Katz.

The Aller-Ease *Flip for Fall* Checklist

The moms at TheMotherhood found that the best place to start is in the bedroom. For the full list, visit www.aller-ease.com or TheMotherhood.com.

- **Flip your mattress:** Regularly flipping your mattress can not only extend the life of the mattress, but can also result in a more comfortable night’s sleep. Many mattress experts suggest flipping it every six months – others say as often as you change your bedding or sheets. Fall is a great time to get into this habit.
- **Encase your mattress:** The average mattress can double in weight every 10 years from the accumulation of microscopic allergens over time. Using an Aller-Ease allergen barrier mattress cover not only filters out allergens, but reduces the number of allergens collected in bedding over time. So while you’re flipping that mattress for fall, encase it too!
- **Protect your pillows:** After just three years, ten percent of an unprotected pillow’s weight is comprised of allergen particles. Using a lab-tested, allergist-recommended protective bedding product, such as Aller-Ease pillow protectors, is highly effective in creating a barrier between you and sleep-affecting allergens.
- **Use an Allergen Filtration Pillow:** Want to start fresh? Aller-Ease also makes pillows with allergen filtration fabric as the casing of the pillow for extra protection.

Win Aller-Ease Products to Help You *Flip for Fall*

This year, include Aller-Ease pillow and mattress protectors in your fall routine. To help prepare you for the onset of fall and indoor allergies, Aller-Ease is giving away 10 Aller-Ease Deluxe HMT pillow protectors, five Aller-Ease Deluxe HMT pillow protectors with Allergen Barrier Pillows, and one grand prize winner will receive an allergy-proofing

bedroom makeover for the entire home (up to four beds). From September 21st through October 30th, interested individuals can enter to win at www.Aller-Ease.com.

About American Textile Company

American Textile Company is the leading supplier of quality mattress and pillow protectors, bed pillows and mattress pads to large and small retailers. The company's products are designed to improve the quality of sleep. Brands include Aller-Ease[®], designed especially for asthma and allergy sufferers; DermaTherapy[®], for people with sensitive skin or chronic skin problems; and Cool Sensations[™], bedding constructed with innovative fabric technology that manages the discomfort and sleeplessness associated with night sweats. Products are sold at leading retailers in the United States and Canada, including Wal-Mart, Kmart, Target, Sears, Macy's and Kohl's. For more information, visit www.americantextile.com.

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