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FOR IMMEDIATE RELEASE

**PrimaLoft® and DOWNLITE® Announce Results of *Support Your Dreams*
Campaign to Assist Victims of Domestic Abuse**

December 21, 2009; Albany, NY– PrimaLoft® - *The Luxury Down Alternative*® and DOWNLITE®, America’s premiere manufacturer of luxury bedding, raised thousands of dollars in cash and product donations for domestic violence awareness through the *Support Your Dreams* campaign.

Support Your Dreams campaign activities were designed to support women and children making the transition into a new life away from the fear of domestic abuse. Donations were accepted during the month of October 2009 in observance of National Domestic Violence Awareness month.

PrimaLoft and DOWNLITE launched the campaign on October 1, with a donation of hundreds of PrimaLoft pillows to the Equinox Domestic Violence Shelter in Albany, New York and the Cincinnati YWCA Battered Women’s Shelter. These shelters were selected to partner in the *Support Your Dreams* campaign due to their significant involvement in PrimaLoft and DOWNLITE’s respective communities of Albany, New York and Mason, Ohio.

Thousands of dollars worth of nighttime items such as twin sheets and blankets, pajamas, robes, slippers and toys were donated to local shelters through the organizations’ *Sweet Dreams* donation drive conducted by DOWNLITE, PrimaLoft. and its Albany International Corp. colleagues in Albany, NY; Homer, NY; St. Stephen, SC; Menasha, WI; Kaukauna, WI; Cowansville, Quebec; and Perth, Ontario.

Additionally, a financial contribution of \$2,000 will be made to the National Coalition Against Domestic Violence. These funds came from a portion of the proceeds of PrimaLoft bedding sold during the month of October on DOWNLITE and PrimaLoft’s commemorative ecommerce site, www.supportyourdreams.org.

“We are pleased to have partnered with such dedicated organizations to help raise awareness of domestic violence,” said Diane O’Connor, Marketing Manager, PrimaLoft. “We will continue to support this cause in hope of bringing some measure of comfort to individuals seeking safety from domestic abuse.”

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About PrimaLoft®

PrimaLoft® is a registered trademark of Albany International Corp. PrimaLoft® – Insulation Technology™, PrimaLoft® – The Next Generation in Yarn Technology™ and PrimaLoft® – The Luxury Down Alternative® are featured worldwide in leading brands of outerwear, sleeping bags, gloves, footwear, accessories, socks, sweaters and luxury bedding. PrimaLoft is manufactured in the USA, Europe and Asia. For additional information, contact the Sales and Marketing Group at 800-833-3836 x2238 or visit www.primaloft.com and www.primaloftyarn.com.

About DOWNLITE®

DOWNLITE is America's premiere manufacturer of natural and down alternative filled bedding, and a recognized leader in quality, service and innovation. Its products combine the best fabrics and fills with unsurpassed workmanship. DOWNLITE's product line has been selectively expanded into unique synthetic fills that perform very closely to down. They can be found at leading specialty retailers, better department stores, catalogs, and the world's finest hotels. DOWNLITE'S headquarters are in Mason, Ohio. For more information, visit www.downlite.com.

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