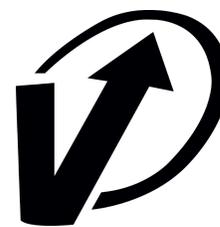


**FOR IMMEDIATE RELEASE**

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**Vertical Source announces new collaboration with Cotton Incorporated**

**Shrewsbury, New Jersey (July 15, 2014)** – Vertical Source, a premier private label garment production company, is excited to announce a partnership with Cotton Incorporated. Vertical Source and Cotton Incorporated have agreed to the commercial development, manufacture, use and sale of cotton products, featuring Cotton Incorporated’s performance technologies.

Christopher Neary, President and CEO of Vertical Source, is looking forward to the new prospects that the recent collaboration will bring, “The initiative with Cotton Incorporated will allow our customers better merchandizing options,” said Neary, “The collaboration contributes to our quiver of added value options for our customers.”

Cotton Incorporated aims to increase the demand for and profitability of cotton through research and promotion, and has developed numerous performance innovations for cotton that enhance its performance and add increased value.

David Earley, the Senior Director of Global Supply Chain Marketing at Cotton Incorporated, is pleased to be working closely with Vertical Source to achieve common goals in the marketplace, "Vertical Source brings a high level of design, product development and sourcing expertise to the table. Working with them to produce finished products featuring Cotton Incorporated innovations will enhance our ability to market and influence the use of cotton in the active and outdoor markets," said Earley.

The licensing agreement encompasses TransDRY™ and STORM COTTON™ technologies by Cotton Incorporated. TransDRY™ is a finishing technology that improves the moisture management performance of cotton fabrics, making them competitive to synthetics in the athletic apparel category. STORM COTTON™ is a breathable, water-repellent technology that adds a high level of durable repellent performance to cotton products.

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**About Vertical Source**

Vertical Source is an apparel sourcing company, managing global sourcing requirements for many outdoor/active brands. Their global leverage and 100+ years of aggregate experience delivers customers the best product at the best possible price. These customers include some of the most significant brands in North America, Europe and Latin America. Vertical Source is a pure service company that offers a complete supply chain of yarn, textile and garment production. Further information is available at [www.verticalsource.com](http://www.verticalsource.com).

**About Cotton Incorporated**

Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton. Visit [www.cottoninc.com](http://www.cottoninc.com) for more information.