

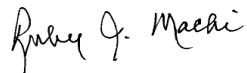
March 11, 2011

IMPORTANT NOTICE!!

We have found it necessary to once again raise our prices. This will be only the second increase in 25 years! However, the cost of cotton has risen nearly 150%, which in turn has caused our raw material costs to rise approximately 30%. We will raise our prices approximately 10% effective **June 1, 2011. This notice affords you the opportunity to **order prior to the price increase**. This increase will only affect the cost of throws/afghans. We are not raising the price on pillows and other sewn products at this time. Just so you understand, a throw/afghan contains approximately two pounds of cotton whereas a pillow contains only two ounces. We have chosen to absorb the cost increase on the pillows and other sewn items at this time. However, we cannot afford to do so on the throws/afghans.**

I trust you will understand this increase and the position in which we find ourselves. We look forward to working with you, as always. Please do not hesitate to contact me any time or call your customer service representative.

Sincerely,

A handwritten signature in black ink that reads "Ruby J. Machi". The signature is written in a cursive, flowing style.

**Ruby J. Machi
National Sales Manager**