



UNITED FEATHER & DOWN
FOUNDED 1797

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UNITED FEATHER & DOWN AND BORGHESE INK UNIQUE LICENSE AGREEMENT

Cooperative Venture Links Beauty with the Bedroom

September 21, 2009 -- United Feather & Down, Des Plaines, Illinois, announced today that it signed a licensing agreement with **Borghese** for a line of home textiles that promote the synergistic connection between beauty and a good night's sleep. This marks an historic, groundbreaking event as this is the first such licensing agreement ever between a home textiles firm and cosmetics manufacturer.

The Borghese brand tagline, "The Elements of Life," inspired the new bedding and accessories that will be introduced under the Villa Di Borghese brand name. "The Elements of Life" is based on Borghese's notion of elements necessary for a healthy, beautiful life - rejuvenation, illumination, restoration, hydration and relaxation. The bedding, packaged with samples of corresponding Borghese skin care products, is scheduled to launch nationwide through Bloomingdales mid October 2009. The new line features luxury bedding including a bed pillow and comforter, spa pillow, booties and spa body wrap. All items are crafted with beautiful 300-thread-count Italian Tile Dobby Cotton in either white or Borghese's signature ivory, finished with a natural aloe vera treatment.

"How long have we heard the mantra that a good night's sleep is one key to better health?" asks Brandon Palmer, Co-President of United Feather & Down. "We now know a good night's sleep coupled with a proper night time beauty regimen refreshes body, soul and spirit," said Palmer.

The product fill features either Botanical Down™, a blend of natural TENCEL® lyocell fibers and Freshness Assured® down, or a Botanical Down Alternative™, a blend of micro fiber down alternative and TENCEL® lyocell fibers. Each is embroidered with the Villa Di Borghese crest. TENCEL® lyocell is a natural, eco-friendly fiber produced from sustainable Eucalyptus forests. TENCEL® lyocell offers increased insulating and moisture wicking properties, and has been shown to significantly reduce the growth of dust mites without chemical additives.

"These are not only beautiful to look at, they pamper the skin with their luxurious feel," said Palmer. "The natural aloe treatment and natural fibers and fill combine to create a spa experience within the comfort of your own home."

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The Villa Di Borghese Bedding Collection includes:

- Botanical Down™ Pillows with Removable Cover and sample of Dolce Notte Reenergizing Night Crème
- Botanical Down™ Comforters and sample of Dolce Notte Reenergizing Night Crème
- Botanical Down™ Booties and sample of Piedi Vitale Therapeutic Foot Crème
- Botanical Down Alternative™ Spa Pillow with removable cover and sample of Botanico Eye Compresses
- Botanical Down Alternative™ Spa Body Wrap and sample of Bagno di Vita Body Soak.

“We are thrilled with the opportunity to reach a broader range of consumers via a bedding collection,” said Neil Petrocelli, vice president of marketing and sales, Borghese, Inc. “This begins our foundation of building a lifestyle brand based on our inherent credibility of offering unique and innovative products to the consumer. We believe Villa Di Borghese will become the destination brand that evokes the true meaning of beauty rest. And United Feather & Down is the perfect partner to deliver this message.”

“Physical and mental restoration takes place when you sleep, affecting the way you look, feel and live out daily life. The partnership of our two companies is pioneering the notion ‘that it’s all connected’—body, mind and soul—take care of your skin—take care of your body inside and out,” says Petrocelli.

“This cooperative project with Borghese brings together two companies with a rich European foundation, well versed in bringing affordable luxury and comfort to today's woman,” says Bob Hickman, United Feather & Down, Senior Vice President of Sales and Marketing.

IMC Licensing, Borghese’s licensing agency and the nation’s leading licensing agency specializing in consumer product brands, secured and negotiated this deal.

About United Feather & Down

Founded in 1797, United Feather & Down is a family-owned manufacturer and marketer of innovative bedding products for the consumer and hospitality industries. The company’s unparalleled experience as a premier purveyor of quality down and reputation for value and innovation is evident in its wide array of home products and filling materials. For more information about United Feather & Down, log on to www.ufandd.com, e-mail info@ufandd.com or call 847-296-6500.

About Borghese

Headquartered in New York, NY, Borghese is a worldwide leader in premium skincare and cosmetics. Built on a heritage that dates back to the 14th century when people first sought the healing waters of the Tuscan Earth,

Borghese was the first to respect the synergy between health and nature, luxury and science. Offering the consumer products that allow them to create their own sanctuary, a place to relax and feel revitalized, Borghese derives inspiration from the lush mountains and aromas of Tuscany for a soothing atmosphere in your own private enclave. It's the beauty of Borghese. With its rich Tuscan heritage attuned to all the pleasures of nature, all the luxury of total pampering. For more information please visit www.borghese.com.

About IMC Licensing

IMC Licensing leads the industry with its focused and innovative approach to brand building through licensing. We help brand owners and manufacturers turn the world's best consumer product brands into great new consumer products. In addition to Borghese and United Feather & Down, IMC Licensing has worked with companies like SC Johnson, Chiquita Brands International, Jel Sert, Pet Brands, Pinnacle Foods, Valvoline, and General Mills. For more information, please visit www.imclicensing.com.

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