



Press Release

Ellery Homestyles Partners with the National Sleep Foundation to Help Everyone Sleep Better

SoundAsleep™ Room-Darkening Curtains Help Block Light and Reduce Outside Noise to Ensure a More Comfortable and Restful Night's Sleep

New York – March 4, 2011 - Ellery Homestyles, a leading home fashions supplier, has been selected by the National Sleep Foundation to develop curtains to help consumers get a better night's sleep. Ellery's new SoundAsleep™ room-darkening curtains, The Official Window Curtain of the National Sleep Foundation, will come with a copy of the National Sleep Foundation educational brochure *Controlling Light for Better Sleep*.

"Light can interfere with your sleep cycles by signaling your brain that you should be awake, so creating a dark bedroom is one of the most practical ways to reap the benefits of sleep," says David Cloud, CEO of the National Sleep Foundation. "NSF is excited to be working with Ellery Homestyles to provide sleep health information with quality products that can improve the sleep environment."

SoundAsleep room-darkening curtains come in multiple constructions, all designed to block 99% of outside light, and are available in an attractive and diverse collection of fabrics and colors. Like other innovative Ellery products, they marry fashion, function and design. The Foundation has commissioned independent testing to ensure that the new curtains meet its standards.

"Ellery is pleased to be working with the National Sleep Foundation to promote the importance of sleep. This partnership capitalizes upon our joint expertise in product design as well as sleep research and education to give everyone the tools to get a better night's sleep," said Budd Goldman, CEO of Ellery.

SoundAsleep room-darkening curtains, The Official Curtain of the National Sleep Foundation will roll out this Spring and will be available nationally.

About Ellery Homestyles

Ellery Homestyles is a leading supplier of branded and private label home-fashion products to major retailers – offering curtains, bedding, throws and specialty products. Our proprietary brands deliver innovation in fashion, function and design and include **Eclipse™** - the voice of authority for energy-saving, noise-reducing, blackout curtains; **Curtainfresh™** - revolutionary curtains with odor-neutralizing technology developed in partnership with Arm and Hammer®; **SoundAsleep™** room-darkening curtains, The Official Curtain of the National Sleep Foundation; **ComfortTech™** - the only blankets and throws constructed with premium 3M™ Thinsulate™ Insulation, providing luxurious style, lightweight comfort and superior warmth; **VUE** – the home fashion brand that capitalizes on Ellery's "point of view" on fashion trends, and **Waverly** - the oldest continuously advertised home fashions brand in America recognized by consumers for its distinctive traditional looks. Ellery is a global company headquartered in New York City with offices in North Carolina, China, India and Pakistan. Please visit www.elleryhomestyles.com for more information.

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About National Sleep Foundation

The National Sleep Foundation is a charitable, educational and scientific not-for-profit organization dedicated to improving sleep health and safety through education, public awareness, and advocacy. Located in Washington, DC, its membership includes researchers and clinicians focused on sleep medicine, professionals in the health, medical and science fields, individuals, patients, families affected by drowsy driving and more than 900 healthcare facilities throughout North America. To find out more about the National Sleep Foundation, visit www.sleepfoundation.org.

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