

COTTON USA Boosts Sales of Lee Denim



Promotion in Thailand Highlights U.S. Cotton Content in Lee Jeans

Lee Jeans in Thailand used 3,200 bales of U.S. cotton, valued at \$1.1 million, in four lines of premium denim. COTTON USA promotions with Lee Jeans in Thailand led to an 8 percent year-on-year sales increase of U.S. cotton-rich denim. Lee labeled 850,000 pairs of jeans, valued at \$20 million, with the COTTON USA Mark in 2007.

A press conference and fashion show launched the partnership between COTTON USA and Lee, which continued with road shows to four major cities in Thailand.

Veer, a Thai actor, joined the COTTON USA and Lee fashion road shows in Chiangmai and Udon Thani. Consumers who purchased Lee jeans worth 5,000 Baht (US \$160) were able to meet and greet Veer for autographs and photos.

Print and broadcast media coverage of the fashion road shows and the new collection launch generated earned advertising value of \$63,000 for COTTON USA from 50 placements in newspapers, magazines and television.

The lines of Lee jeans labeled with the COTTON USA Mark include its Gold Label, which retails at \$300; 101 Limited Edition by Ken Nakamura, special Ka-Bu-Ki printed jeans shot with actual bullets by professional marksmen; Lee Works of Denim (LWD); and X-Line.

Lee's focus on COTTON USA extended to its sales floors through participation in a sales training seminar in Bangkok. The seminar educated 215 of Lee's nationwide sales team on COTTON USA's advantages.

Increasing the scope of CCI's COTTON USA sales promotions, funded by USDA's Market Access Program, Lee has also promoted COTTON USA through its own marketing program. Lee's promotion efforts of COTTON USA included a Mother's Day event, Halloween Party, a Walk Rally and coverage in the Lee fashion catalogs. This coverage contributed \$70,000 in earned advertising value.

COTTON USA will continue its successful partnership with Lee in 2008 and plans to license Lee Kids. Lee has already integrated the COTTON USA Mark into all of its advertising and marketing programs in Thailand.

COTTON USA ADDS VALUE TO LEE JEANS

Fashion road shows throughout Thailand highlight the COTTON USA Mark on cutting edge Lee jeans.

