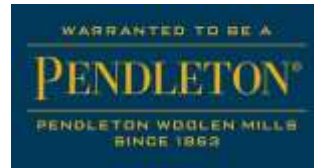




Britannica Home Fashions, Inc.



PENDLETON® AND BRITANNICA HOME FASHIONS® TO LAUNCH NEW HOME TEXTILES COLLECTION

An Exclusive Partnership for Fashion Bed and Bath

PORTLAND, Ore. – May 17, 2016. Pendleton Woolen Mills, a globally acclaimed-lifestyle brand headquartered in Portland, Oregon and Britannica Home Fashions, a marketer and manufacturer of premium bedding and home fashions in New York City, announce a new license for Pendleton Home beginning fall 2016. The Britannica x Pendleton license will leverage Pendleton’s iconic woolen blankets and design archives with companion non-wool fabrics of sateen, cotton, percale and blended fabrics from Britannica, to create exciting and unique styles for top of the bed, bath and home.

“Pendleton welcomes Britannica as a partner in the development of an exclusive collection of premium home textiles.” said Bob Christnacht, Pendleton’s Vice President of Global Sales. “We are thrilled to join Britannica Home Fashions in offering quality, crafted home fashions that will serve a diverse consumer demand and look forward to new Home market opportunities for the Pendleton brand.”

Pendleton Home products will include, sheets, coverlets, duvets, matelasse’, cotton blankets, table linens, decorative pillows and bath textiles; a graphic and textural blend of Pendleton design aesthetics and woolen blankets with Britannica’s expertise of complementing non-wool fabrics.

Speaking for Britannica, Etai Gross, President, said, “We are pleased to bring our company’s excellent sourcing resources and design capabilities to Pendleton Woolen Mills, already known in the industry for outstanding textiles for bed and bath. We are delighted to be associated with a significant expansion of Pendleton Home products and with growth of the brand’s presence in department stores and specialty retailers.”

The Britannica Home Fashions Showroom is located at 214 West 39th Street, Suite #1102, New York, New York, 10018.

Britannica joins Pendleton’s family of home textiles; along with Downlite and Southwest Looms.

About Pendleton

Setting the standard for classic American style, Pendleton is a lifestyle brand recognized as a symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership since 1863, the company recently celebrated 153 years of weaving fabrics in the Pacific Northwest. Known for fabric innovation, Pendleton owns and operates two of America’s remaining woolen mills, constantly

updating them with state-of-the-art looms and eco-friendly technology. Inspired by its heritage, the company designs and produces apparel for men and women, blankets, home décor, and gifts. Pendleton is available through select retailers in the U.S., Canada, Europe, Japan, Korea and Australia; Pendleton stores; company catalogs; and direct-to-consumer channels including the Pendleton website, <http://www.pendleton-usa.com>.

About Britannica

Britannica Home Fashions Inc., founded in 1974, is a leader in home products. Headquartered in the heart of Manhattan's textile and fashion district, Britannica operates offices in Hong Kong, Shanghai, and New Delhi and Bangalore, India. Britannica works with key strategic partners to bring exclusive lifestyle brands to the home. BHF manufactures fashion and basic bedding, bath, and home decor. Their products are artfully made and bring year round comfort and wellness to people's lives.

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