



Press Release

Ellery Homestyles Partners with Church & Dwight, Maker of Arm & Hammer™ Products to Introduce a New Concept in Curtains

Curtainfresh™ odor-neutralizing window panels use embedded technology to continuously neutralize unpleasant odors from cooking, pets, smoke, must and mold.

New York – March 23, 2011 - Ellery Homestyles, a leading home fashions supplier and Church & Dwight, manufacturer of Arm & Hammer, the trusted name in cleaning, freshening and deodorizing products for the home, have joined forces to bring consumers a way to beautify and decorate their homes and at the same time to neutralize unpleasant odors.

Curtainfresh odor neutralizing window panels utilize a photo-catalytic process that converts unpleasant odors into water vapor and carbon dioxide. This process causes airborne pollutants and odorous substances to degrade and neutralize. Results from independent third party testing show that the curtains continuously neutralize odors and retain their properties for five years based on one washing per year.

"Recognizing the needs of today's consumers, we approached Church & Dwight because of their stellar reputation for manufacturing cleaning, freshening and deodorizing products. The partnership with Church & Dwight takes advantage of the core competencies of both our companies to bring consumers an innovative new product which marries fashion, function and design," said Budd Goldman, CEO of Ellery.

"Church & Dwight is pleased to be partnering with Ellery Homestyles because of the company's innovative approach to product development and its unique ability to recognize unmet consumer needs," said Tammy Talerico, Director, Licensing for Church & Dwight. "We are looking forward to a long-term and successful partnership."

Curtainfresh odor-neutralizing window panels are initially available in two fabrics and a variety of colors exclusively at select Walmart stores across the U.S.

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™** - innovative curtains with odor-neutralizing technology developed in partnership with Arm & 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.

About Church & Dwight Co. Inc.

For 164 years, ARM & HAMMER® Baking Soda's familiar yellow box has been a trusted fixture in homes. The brand was founded in 1846 when Dr. Austin Church and John Dwight began to produce and sell sodium bicarbonate under the ARM & HAMMER® brand name. Today, a variety of cleaning, freshening and deodorizing products for the home, family and body are manufactured under the ARM & HAMMER® brand.

Contacts:
Tammy Talerico
Church & Dwight
609-279-7334

Robin Sanderson
Ellery Homestyles
212-249-2556

295 Fifth Ave, Suite 1212, New York, NY 10016 Telephone: 212.448.4400,
www.elleryhomestyles.com