



Press Release

Ellery Homestyles Partners with the National Sleep Foundation to Help People Get a Better Night's Sleep Every Night

August 31, 2011 - Ellery Homestyles, a leading home fashions supplier, has been selected by the National Sleep Foundation to develop window curtains to help consumers get a better night's sleep. SoundAsleep's room darkening technology reduces penetrating light which offer a key component necessary for a better night's sleep..."darkness".

"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 a versatile, woven chenille textured fabric which coordinates with any bedroom décor. They are available in 10 fashion colors, come in an assortment of lengths and are easy care/machine washable.

As an added bonus, the SoundAsleep curtains come with a copy of the National Sleep Foundation educational brochure "*Controlling Light for Better Sleep*".

SoundAsleep Room Darkening Curtains can be purchased at www.amazon.com. You can visit the Facebook page at <http://www.facebook.com/SoundAsleepCurtains> and Like us to enter the Sleep Better and Win! Sweepstakes with a \$1,500 Amazon gift card Grand Prize. More information about the curtains is also available at www.SoundAsleepCurtains.com.

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 Church & Dwight, maker of 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.

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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