



No Stains. No Smells. No Worries.®

IT'S TIME TO SAY "YES" TO ICE CREAM, WET DOGS AND MUDDY MOUNTAIN BIKES IN THE CAR!

Milliken & Company's YES Essentials® Products Revolutionize Car Interior "Cleanability" and Odor Shield

Spartanburg, S.C. (October 12, 2007) - As the 2008 Chrysler models arrive in showrooms across the nation, new car buyers can stop worrying about the spills and spoils that go along with an active lifestyle. That is because Milliken & Company's YES Essentials® high-performance line of automobile fabrics and carpets are now featured in more than a dozen 2008 Chrysler models such as Town & Country, Dodge Grand Caravan, and Jeep Compass. YES Essentials includes three proprietary technologies manufactured into the fabric that release stains and soil, prevent odor and inhibit static allowing busy, active, image-driven drivers the peace of mind to get on with their lives.

"I saw permanent marker cleaned off a YES Essentials seat with a baby wipe and I've been a huge fan ever since," said Kristin Valera, senior editor at motherproof.com, in her review of the 2008 Dodge Avenger. "The anti-microbial, anti-stain, anti-stink and anti-static properties of this fabric are so anti-singleton and pro-family."

A foundation of YES Essentials is Milliken's StainSmart® technology which repels liquids and releases stains and soil allowing dirt and stains to be easily removed with just a little soap and water. It doesn't matter what gets on the fabric or carpet, how severe the stain is or how long it has been left unattended before being discovered, consumers are now able to remove the spillage without a special-order cleanser or a trip to the car wash.

The fabric also includes AlphaSan®, an antimicrobial technology that prevents the growth of odor-and stain-causing bacteria, mold and mildew, as well as ShockShield® which prevents and disperses static generated from entering and exiting the car during cool, dry weather.

"YES Essentials' proprietary technologies have set a benchmark for testing and performance in cleanability, odor-control and static reduction," said Stacy Walker, marketing communications manager for YES Essentials. "It's finally ok to let life happen in your car and know that when normal spills and stains like milk or soccer cleat mud occur, the car interior will rebound and look and smell like new with minimal effort."

Thorough research conducted by Milliken indicates that drivers prefer permanent fabric protection engineered into the material by the manufacturer versus an after-market spray-on solution. YES Essentials product line of fabrics and carpets helps protect the vehicle's resale value and contributes to greater overall customer satisfaction and increased customer loyalty.

To review a complete list of vehicles, go to www.YESessentials.com.

About YES Essentials®

YES Essentials floor mats, seat covers and interior automotive fabrics feature advanced stain repellency, odor elimination and antimicrobial technologies. The product line is among the family of innovations developed by Milliken & Company, one of the world's largest textile and chemical companies and a leading supplier to the automotive industry for more than 50 years.

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YESessentials.com

2 Oliver Street, Suite 901 • Boston, MA 02109 • p. 617.536.3300 • f. 617.536.3180