

MILLIKEN & COMPANY'S YES ESSENTIALS® RECEIVES "KEEP ME CLEAN" SEAL OF APPROVAL FROM MotherProof.com

New Line of Automobile Fabrics and Mats that Resists Stains, Odor, and Static Recommended by Influential Automobile Review Web Site for Moms

Spartanburg, S.C. (April 16, 2008) – [Milliken & Company](#) announces its [YES Essentials](#) line of automobile fabrics and mats has received the "Keep Me Clean" Seal of Approval from [MotherProof.com](#). The popular mom-review Web site, which offers opinions and practical information about cars and car life, gave a thumbs-up to YES Essentials, recommending it as an effective car product.

The product review speaks to the increasing number of U.S. moms who surf the Web to find products that are best suited for their families. According to comScore, more than 43 million moms spend an average of 85 minutes online daily.

"With so many moms online every day, we realized the importance of earning this recognition from MotherProof.com, a leading automotive Web site for women and mothers," said Stacy Walker, global marketing communications manager for YES Essentials. "We were confident the innovative technology of YES Essentials would be impressive to the site's mom-reviewers who understand the pangs of messy spills in the car, and we are thrilled they have recommended YES Essentials."

The MotherProof.com Seal of Approval is given to products and services that make car life cleaner, safer, and easier for moms and their families. MotherProof.com's mom-reviewers evaluate products and services on an ad-hoc basis, just as moms may try new products at a store.

A member of MotherProof.com's staff of mom reviewers conducted a [video demonstration](#) to test the power of YES Essentials technology in resisting the stains and odors caused by everyday spills and spoils. The reviewer's young son helped put the product to the test, using stain culprits like ketchup, coffee, and soy sauce to prove the fabric's effectiveness.

"My favorite sample was the soy sauce on the carpet – it beaded up and refused to go anywhere," said Sara Lacey, reviewer of the product. "If coffee were spilled on that carpet, a dry paper towel would be all you needed to eliminate the evidence."

YES Essentials fabrics and mats are available in select 2008 Chrysler, Jeep, and Dodge models, and are available for any make and model at [www.YESessentials.com](#). More than 1 million vehicles on the road today are equipped with YES Essentials.

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.

About MotherProof.com

MotherProof.com is a mom's guide to life in the car that offers opinions and practical information about cars and car life, written from one savvy mom to another. MotherProof.com was born in 2004 when young mother and entrepreneur Kristin Varela needed a new car to meet the growing demands of her family and found that a short test drive didn't deliver mom-relevant information. While women purchase 52.5 percent of new cars and influence 85 percent of all car sales, most automotive advice speaks to men and automotive enthusiasts. Varela saw the need to deliver automotive information to moms, an important and underserved niche.