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FOR IMMEDIATE RELEASE:

**California Hoteliers Saving More Than Just The Earth With
Cypress Green Earth™ Towels**

*Progressive California hospitality companies find that being “green” can save green
by reducing laundry operation costs and saving resources*

Sheffield, Mass. — May 19, 2009 — Cypress Bath & Bed, the leading designer and manufacturer of luxurious bathrobes, towels, slippers, and sheets for the hospitality and spa industry for over 25 years, is experiencing a steady and increased adoption of their recently introduced Green Earth™ towels by California hoteliers. Due in part to the rising energy and water costs associated with laundering standard hotel and spa towels, California hotels have found a way to provide luxury linens, while reducing their operational costs.

For these environmentally conscious hoteliers, the definition of product quality involves addressing and mitigating the energy and water costs it takes to launder them, while not sacrificing the product’s comfort, life cycle and ROI. Progressive hotels throughout the state are implementing long term bath linen programs that utilize new sustainable technologies designed to be better for the guest, for the property and for their bottom lines.

“Our new Green Earth towels appeal to everyone,” stated Bill Mangold, VP of Cypress West Coast sales. “For the guest, it is the softest and most absorbent towel available; for the housekeeper, it takes less time, labor and resources; and for the property manager or owner, it saves them money and also minimizes the lint in the drying cycle, greatly reducing the possibility of a lint fire flare-up.”

Janice Alpeche, general manager of Gaia Napa Valley Resort & Spa, the World’s first and only LEED Gold-certified hotel, stated, “I was a bit skeptical when Bill first showed me the potential savings, using Cypress’ proprietary energy savings calculator which factors in the number of rooms, towel prices, weight of the towels, number of towels used, and the frequency of towel washings per week. I thought,

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‘No way it could save us 20 percent.’ After thoroughly testing the product in our in-house laundry facility and monitoring our energy consumption over several months, I can say that it has exceeded our expectations.”

In addition to estimating the potential savings in operational costs, Cypress’ energy savings calculator also gives hoteliers valuable information on the environmental impact of using Green Earth towels, such as the number of acres of forest saved annually and the reduction in water and energy consumption that will be achieved by their property.

While hotel owners reap the financial and environmental rewards of Cypress’ exclusive technology, Green Earth towels also provide uncommon luxury for hotel guests.

“Wherever I go, I always notice the details of my stay; it allows me to do my job better and meet the needs of the guests at my property,” stated Marcelo Bustos, general manager of Four Points by Sheraton Los Angeles Westside. “When I returned home from a weekend at Gaia Napa Valley, I e-mailed Janice and asked where she got those towels. I was that impressed with their quality and feel, and wondered what benefits we could receive from using the Green Earth towel. Cypress has my complete confidence.”

Although many hotels have now implemented towel reuse programs designed to minimize washing and drive down related laundry expenses and water use, some have found that such programs have not been as effective as they hoped.

“I encourage hoteliers to do whatever they can to reduce expenses without sacrificing guest satisfaction,” stated Gene Faul, Cypress founder and CEO. “Unfortunately, recent studies show that while 83% of hotels have a reuse program in place, guest participation is mediocre at best. So we listened and addressed a way to meet the needs of everyone throughout the product’s life cycle. The result was to create a better towel, and the reception has been fantastic.”

Green Earth towels are made from super-fine, Extra-Long Staple (ELS) cotton, which is known for contributing to the sustainable consumption of cotton. ELS cotton is also recognized worldwide for its superior softness, absorbency, durability, lack of lint accumulation and luxurious feel. Green Earth towels are 160% bulkier than traditional combed cotton towels of the same weight, while having much less mass than traditional combed towels. Due to the higher ratio of surface area to towel weight, they absorb more water. Due to their lower mass, however, Green Earth towels cost significantly less to launder, saving up to 30% in water consumption, using less detergent and taking 10-20% less drying time. This reduces hotel operational costs, while also reducing environmental impact.

Green Earth towels are manufactured in a state-of-the-art, agri-waste powered, zero-discharge

facility that produces no emission of effluents into the local water tables. The process also incorporates Control Union-certified, sustainable, eco-friendly dyes and chemicals to reduce impact on the environment, and are shipped in 100% natural and bio-degradable / recyclable packaging.

For West Coast sales, please contact Bill Mangold at (949) 768-8786 or wman276006@cox.net. For more information, please contact Gene Faul at (413) 229-3012, email ichief@aol.com, or visit www.cypressgreeneearth.com.

Editor's Note: Electronic images are available by contacting Andrea Roland at Plan A Public Relations & Marketing, Inc. Phone: 407-905-0608 or email: andrea@planapr.com.

About Cypress Bath & Bed

Cypress Bath & Bed is the premier designer and manufacturer of luxurious bathrobes, towels, slippers, and sheets for the hospitality industry. Founded in 1980 by Gene and Karen Faul, they have provided the finest bathrobes to the world's most prestigious properties for over a quarter of a century. Today Cypress carries a full line of robes, linens and accessories. Their products can be found at leading hospitality properties, spas, cruise lines, and at America's finest retailers, including Saks 5th Ave., Neiman Marcus, Bloomingdale's and Paul Stuart.

Acquired in 1987 by Russell-Newman, Inc. of Denton, Texas, Cypress Bath & Bed is headquartered in Sheffield, Massachusetts. For more information, please visit www.cypressbathrobes.com.

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