



**FOR IMMEDIATE RELEASE**

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**KONI CORPORATION AND KOJO WORLDWIDE FORM PARTNERSHIP  
WITH INTERNATIONAL ECO FIBER DEVELOPER LENZING FIBERS**

SAN DIEGO, Calif., Oct. 3, 2008 – Koni Corporation and KOJO Worldwide, leading suppliers of soft goods to the hospitality industry, have established a partnership with Lenzing Fibers, Inc. to develop eco-friendly bedding, drapery, bath and spa products for hotel and resort properties. Koni Corporation and KOJO Worldwide have offered products made from organic cotton, bamboo, recycled and recyclable polyester for some time, but will now make available items made from Lenzing’s Modal® and TENCEL® fibers, which are 100% natural and biodegradable. Both TENCEL® and Lenzing Modal® are derived from wood pulp cellulose extracted from trees harvested from sustainable forests. The Lenzing partnership demonstrates Koni Corporation and KOJO Worldwide’s commitment to address global warming, and encourages brands, management and ownership groups to transition to “green” soft goods.

Initial Koni-brand products using Lenzing Modal® and TENCEL® will debut at the International Hotel/Motel & Restaurant (IH/M&RS) tradeshow taking place in New York City November 8-11, 2008. The highlighted products will include top-of-bed, sheeting, inserts and decorative items made from TENCEL®, as well as towels, robes and other Lenzing Modal®-based bath products.

Remarking on the partnership with Austria-based Lenzing Fibers, Koni Corporation’s CEO, Koni Kim, said: “We are thrilled to be working in tandem with Lenzing to make their amazing fibers available to the hospitality industry. The synergy between our companies and shared desire to lessen our environmental impact will benefit not only our clients, but future generations. We look forward to the great results this partnership will bring.”

In addition to the fibers being produced via a “closed loop” process to minimize waste and conserve resources, Lenzing’s innovative eco fibers possess unique attributes and are engineered to optimize functionality, which benefits the bottom line. For instance, TENCEL® is as soft as silk, strong as polyester, cool as linen, warm as wool and is much more absorbent than any cotton.

“We are pleased that Koni Corporation and KOJO Worldwide will be a vehicle to make our fibers available to the hospitality industry,” said Susanne Jary, Ph.D., Lenzing’s Head of Home Textiles Business Development and Innovation. “Their clients will be pleased to find that the fibers can be used in all guest room soft goods, from sheeting and drapery to bath products.”

Koni Corporation is working with major brands to develop an eco-friendly alternative for specified bedding and drapery programs and will announce these products in the coming months.

For more information about the Koni Eco product line and its Lenzing Modal® and TENCEL® based products, please contact Jennifer Morrissey at Koni Corporation: (619) 205-5752.

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### **Koni Corporation**

Koni Corporation is led by legendary fabric and soft goods designer Koni Kim. The company’s focus is fabric and soft goods design and development, sales and marketing. Koni brand products include bedding, drapery, linens, bath and spa products. Headquartered in San Diego, Koni Corporation has worked alongside many international brands to create branded bedding and drapery programs. Koni is pleased to offer “green” solutions to its customers through the Koni Eco product line, which utilizes fabrics that are biodegradable or recyclable.

### **KOJO Worldwide**

For more than 30 years, KOJO Worldwide’s CEO, Joe E. Robertson, has manufactured soft goods for the hospitality industry. KOJO Worldwide is the exclusive manufacturer of Koni brand products, fabricated at one of KOJO’s four Mexican factories or its Canadian facility. In addition, KOJO has global manufacturing partners in China and India to serve all of their clients’ needs. KOJO Worldwide--headquartered in San Diego--has an in-house measure and installation team, and an Import/Export Department to streamline the production process.