

FOR IMMEDIATE RELEASE

For more information please contact:

Stacy Walker
Milliken & Company
(864) 503-6297
stacy.walker@milliken.com

Karen Strong
Strong Communications
(541) 607-5654
karen@strongpr.com

Milliken Debuts DiVISIONS™, a New Line of Air Wall Fabrics for Hospitality Markets

Innovative product line offers durable stain repel-and-release products for interior wall spaces

SPARTANBURG, South Carolina - (March 18, 2004) – Milliken & Company today announced the launch of its latest product line, DiVISIONS. DiVISIONS is a collection of high-performance fabrics designed specifically for hospitality wall spaces that encounter high-traffic and extreme wear. Providing additional design flexibility, DiVISIONS is a line of aesthetically pleasing fabrics developed to complement the interior design of ballrooms and meeting spaces. The “easy clean” aspect of DiVISIONS, made possible by Milliken’s StainSmart technology, enables those spaces to remain beautiful over time even when subjected to stains like wine, shoe polish or permanent marker.

StainSmart is Milliken’s patent-pending dual-action stain repel-and-release technology. Commercial interior fabrics, where tough oil-based stains are common on areas such as airwalls, will now be easier to clean and ultimately more durable. Since clean is as much about smell as it is about appearance, the DiVISIONS product line also incorporates an antimicrobial feature to manage odors from germs and bacteria by eliminating their growth.

“The DiVISIONS product offering allows Milliken to meet the design needs as well as the functional needs of our customer in one durable solution. We’ve created a beautiful new alternative for airwall installations and provide the technology to protect that investment over time,” says Jennifer Miller, director of design for Milliken Contract fabrics.

As part of an ongoing hotel renovation project at the Marriott Hotel and Marina in San Diego, Calif., Milliken’s DiVISIONS product line was recently installed on the airwall system of the Grand Ballroom of the hotel.

Milliken will demonstrate its DiVISIONS product line, including its StainSmart features, at the Hospitality Design Expo and Conference, April 29 – May 1, 2004 in Las Vegas, Booth #2816. For more information on Milliken’s innovative fabrics including StainSmart, please visit Milliken’s company web site at www.milliken.com or www.stainsmart.com.

About StainSmart

Milliken's StainSmart provides the "best of both worlds" in a patent-pending stain protection technology. The "repel" function allows most liquid-based spills to bead up and be wiped off, thereby preventing them from initially staining the fabric. The "release" function works on tough, ground-in stains that penetrate fabric – like corn oil, mustard or coffee – by allowing these stains to wash out during normal laundering or cleaning.

About Milliken & Company®

Founded in 1865, Milliken & Company® is a privately held textile and chemical company that employs more than 14,000 associates worldwide. Milliken operates over 60 manufacturing facilities in 12 countries and produces over 48,000 high performance products. To learn more about Milliken, please visit the Company's Web site at www.milliken.com.

###