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Greensboro-Based Textile Company Featured on CBS's *The Talk*

Greensboro, N.C. (May 30, 2017) – One month after launching their DermaTherapy® bedding via a new e-commerce website, Precision Fabrics Group (PFG) has garnered major national attention. PFG's moisture-wicking, hypoallergenic, FDA-cleared sheets and pillowcases were featured on CBS's *The Talk* as part of their 'Fantastic Finds' series on Thursday, May 18 at 2:00 p.m.

CBS's Daytime Emmy Award-Winning talk show **THE TALK** (broadcast weekdays 2:00–3:00 p.m., ET; 1:00–2:00 p.m., PT) features a panel of well-known news and entertainment personalities discussing current events, pop culture, contemporary issues, family, celebrity and the trending topics of the day. The daily one-hour series is co-hosted by Aisha Tyler, Julie Chen, Sara Gilbert, Sharon Osbourne, and Sheryl Underwood.

The Talk feature showcased DermaTherapy sheet sets and pillowcases via an on-air display, while everyone in the studio audience received a voucher for redemption of their own sheet set, complete with two pillowcases.

"You could have knocked us over when we found out *The Talk*--with its almost three million viewers--wanted to feature our sheets," says Shaun Fry, business manager for healthcare products at Precision Fabrics Group. "Bedding is a relatively new solution for eczema, acne, psoriasis and night sweats, so being able to share how DermaTherapy can help consumers sleep drier, cleaner and smoother with *The Talk's* audience is a great opportunity for us."

Barry notes that following the DermaTherapy feature, their website was flooded with visitors. "In the days since the show, we've seen a 78% increase in traffic to our site. That's really promising."

DermaTherapy was the first bedding to be cleared as a class I medical device by the FDA for the treatment of atopic dermatitis in 2014 and is the only patented and FDA-cleared bedding available. Engineered to enhance the sleeping experience, DermaTherapy bed linens utilize unique continuous-filament micro-fibers



that are cool to the touch, lint free, antimicrobial and create a consistently smooth, silk-like surface, much like performance athletic wear that doesn't stick to or irritate skin. DermaTherapy bedding is available for consumer purchase on www.dermatherapy.com.

About Precision Fabrics Group, Inc.

At Precision Fabrics, innovation fuels our company. We're expert manufacturers of woven and nonwoven fabrics for high performance industries such as medical, aerospace, military, industrial, protective apparel and more. However, at Precision Fabrics, we do more than simply produce and supply products to a worldwide market: we solve problems with strong research and development, excellent customer service and quality manufacturing. For more information, visit www.precisionfabrics.com. For more information on DermaTherapy, visit www.dermatherapy.com.

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