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### **Introducing the Designs by Koni Quilted Blanket at IHMRS 2003**

SAN DIEGO\_\_October 7, 2003. KOJO Worldwide, a leading provider of custom bed coverings and draperies for hotels, announces the Quilted Blanket, a new product from Designs by Koni. This bedding innovation provides a luxurious alternative to the fleece blankets commonly used throughout the industry. A decorative throw by day and a comfy blanket by night, the Quilted Blanket will enhance any guest's sleep experience. It is offered in a myriad of fabrics and quilt patterns to work with any decor and provides an easy-care, long lasting alternative to the traditional fleece blanket. This new concept in bedding will be unveiled to the hospitality industry at the International Hotel / Motel & Restaurant Show, Booth #4020, November 8, 2003 at the Jacob Javits Center, in New York City.

Branding the guest sleep experience is a key element of an overall brand identity program. Accessories like the Quilted Blanket offer beauty, functionality and brand enhancement at a reasonable cost.

Leading hospitality companies value innovations that improve product quality and brand awareness. This new Quilted Blanket from Designs by Koni is another example of how KOJO's leadership in the soft goods industry continues to add value to the success of its partners.

KOJO Worldwide, headquartered in San Diego, California, has been servicing the hospitality industry for over 28 years—from concept to completion. KOJO Worldwide is a leader and innovator in woven and print fabrics and the manufacture of custom bedcovers, window treatments and accessories. KOJO has a 200,000 square foot factory in Rosarito, Mexico, just 30 minutes from San Diego, and an 80,000-square-foot, Phoenix Drapery facility, in Vernon, California. Both factories are furnished with state-of-the-art equipment and staffed with expertly trained employees and management.

KOJO Worldwide...Moving Forward with Innovation. ###

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