

Heat Up Your Valentine's Day With Cozy Blankets and Throws

Ellery Homestyles' innovative ComfortTech line with 3M™ Thinsulate™ Insulation blends function, fashion and lightweight comfort designed to keep your loved one warm from head to toe

Ellery Homestyles is heating up Valentine's Day this year with the release of its new ComfortTech line of blankets and throws featuring 3M™ Thinsulate™ Insulation. Whether snuggling into bed or gathering to watch a movie at home, ComfortTech blankets and throws blend warmth and comfort to keep your Valentine cozy from head to toe.

ComfortTech is the only down-alternative blanket constructed with premium Thinsulate insulation and plush fabrics to offer luxurious style and lightweight comfort. The science of warmth is made possible with 3M's nonwoven technology – lightweight insulation fibers that trap air – providing twice the warmth of other high-loft insulating materials and holding twice as much heat as traditional down blankets.

Hypoallergenic fabrics make ComfortTech blankets and throws perfect for the super-sensitive significant other while lightweight comfort provides warmth and insulation all year round. Designed to create the ultimate cozy experience, ComfortTech combines microfiber, microfleece and microplush fabrics with satin and suede detailing. Available in an array of fashion colors – sage, blue, pearl, chocolate – allows consumers the ability to accent existing style or create a whole new look.

"ComfortTech blankets and throws are the ultimate blend of functionality, home fashion and light-weight comfort," Budd Goldman, CEO of Ellery Homestyles, said. "This exceptional, one-of-a-kind product blends fashionable style with 3M's revolutionary Thinsulate insulation to provide added warmth."

"We are thrilled to team with Ellery Homestyles on this new bedding product for consumers," said Jeff Gunia, marketing manager for 3M™ Thinsulate™ Insulation. "3M's science know-how in insulation offers a technology that gives consumers a warm blanket with a soft hand and pleasing design. Known as the original insulation that provides warmth without bulk, the Thinsulate insulation technology has been used in sleeping gear by arctic explorers in the toughest environments."

Experience the warmth of ComfortTech online at bedbathandbeyond.com, Amazon.com, Buy.com and LNT.com. Retail prices range from \$69.99 twin to \$109.99 king for the blankets, and \$39.99 for the oversized 50"x70" fashion throws. ComfortTech is the perfect addition to any home and makes a warm gift from the heart.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

About Ellery Homestyles

Ellery is a leading supplier of branded and private label home fashion products in the U.S. - offering a wide range of product categories including curtains, bedding, blankets, throws as well as specialty products. Ellery is known for its best-in-class eclipse™ blackout curtain – sold in over 11,000 retail 'doors', as well as Waverly

fashion bedding known for its distinct traditional style. Recognized in the industry for its product and service excellence, Ellery is proud to partner with major retailers including J.C. Penney, Sears, Target, Wal-Mart, Kmart, Bed Bath and Beyond, Lowes and many others. For more information, visit www.elleryhomestyles.com.

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