



Media Contacts:
Greg Dorf
gdorf@glorydaysusa.com
516-584-1110

Trish Martin
trish@blinkready.com
336-286-0373

Raytex Industries Launches Glory Days™ — the Brand that Benefits Disabled Workers

Woodbury, NY—May 8, 2008— Glory Days, a new brand envisioned and created by Raytex Industries, is much more than just the products that bear its name. The brand represents the manufacturing and/or distribution talents of Blind Industries and Services of Maryland and The Resource Center. Blind Industries is a non-profit organization that provides training and meaningful employment to visually impaired workers (www.bism.org). The Resource Center is a non-profit workshop that employs disabled workers (www.resourcecenteronline.org).

Daniel Reich, CEO of Raytex Industries, a global textile and apparel company, describes the idea behind Glory Days. “Shoppers today want to buy products made by socially responsible companies and they want to make a difference in their communities. Glory Days gives socially conscious shoppers the opportunity to do both with a single purchase.”

Anthony Falasco, President of Glory Days, explains the growing importance of the socially conscious consumer. “The market for ‘conscious goods and services’ now exceeds \$200 billion. Consumers want to make sure that the dollars they spend are for good products that benefit society. Glory Days aligns perfectly with those goals.”

Raytex Industries has worked with Blind Industries for years. “Raytex has been an excellent business partner,” says Frederick Puente, president of Blind Industries. “Their innovative thinking is taking Blind Industries into new markets and new businesses. We are excited about Glory Days’ potential and the benefits the brand’s success will yield for our workers as well as those at other non-profit organizations like The Resource Center.”

Currently the Glory Days collection includes pet products, loungewear, and home furnishings. The most recent addition to the collection is the Glory Days *Pup-a-Pedic*™ pet bed, designed in conjunction with and manufactured by workers at The Resource Center. The Glory Days *Pup-a-Pedic* beds are orthopedic foam inserts covered with durable, easy care, rip-stop fabric, the same kind that is used in United States military uniforms. The beds come in a single dog size and double size.

The company conducted a Glory Days retail test market at a Long Island mall. Researchers tested pricing, merchandising tactics, and promotions. In addition, they conducted interviews with shoppers to thoroughly understand their impressions of the concept. “Consumers loved the Glory Days products,” said Falasco, “but when they found out that buying Glory Days products also helped disabled workers, consumers were absolutely thrilled.”

About Raytex Industries

Raytex Industries prides itself on its innovative spirit and its ability to make an impact on society. Founded in 1899, the global apparel and textile company is headquartered in Woodbury, NY, and operates offices in China and El Salvador. Its highly regarded products are used in many markets including apparel, outerwear, home furnishings, institutional, and the military. Information about Raytex can be found at www.raytexindustries.com . Additional Glory Days information is available by visiting www.glorydaysusa.com or by calling 516-584-1110

Glory Days Partners at Work

