

# Exhibit 01: Safety, Environmental and Industry Certifications

(continued)

## Greenguard

The mission of the Greenguard Environmental Institute (GEI) is to improve public health and quality of life through programs that improve indoor air. In accordance with that mission, GEI currently has three third-party certification programs. All current Greenguard Certified Products have been tested for their chemical emissions performance and can be found in the Greenguard Online Product Guide.

## Healthy Child Healthy World

A 501(c)(3) nonprofit inspiring parents to protect young children from harmful chemicals. An organization that educates parents, supports protective policies, and engages communities to make responsible decisions, simple everyday choices, and well-informed lifestyle improvements to create healthy environments where children and families can flourish. (Possible for Nook) International Sleep Products Association (ISPA)- Talks underway to establish a standard for organic mattresses.

## JPMA (Juvenile Products Manufacturers Association)

JPMA is a national trade association of 300 companies which make and/or import baby products. The JPMA certification seal means that a baby product has been tested by an independent facility and has met the guidelines set by standards developer ASTM International. Although JPMA certification is a handy product reference point, not all babies' and children's products, such as crib mattresses, pacifiers and toys, are included in the certification program. However, these products still must meet Federal standards and may be recalled if they are not in compliance with the law.

## NAOMI (National Association of Organic Mattress Industry)

Created by a single mattress manufacturer as a marketing tool. All current U.S. mattress manufacturers which are the members of the NAOMI organization are asked to comply voluntarily with Naomi's standard in producing organic mattresses. So far there are eleven guidelines laid down by NAOMI for a mattress to be certified by the organization as organic. If any of these guidelines is not followed, then the mattress is considered as 'normal mattress' and may not qualify as an 'organic mattress.'

## OekoTex Standard 100™

The best-known and most successful label for the testing of textiles for harmful substances. Developed in 1992, it is a testing and certification system operating via 17 institutes in 40 countries.

## OTA (Organic Trade Association)

OTA is the membership-based business association for the organic industry in North America. Its mission is to promote and protect organic trade to benefit the environment, farmers, the public and the economy. OTA envisions organic products becoming a significant part of everyday life, enhancing people's lives and the environment. OTA represents businesses across the organic supply chain and addresses all things organic, including food, fiber/textiles, personal care products and new sectors as they develop. Over sixty percent of OTA trade members are small businesses.

## SFC (Sustainable Furnishings Council)

The Number #1 organization in green furnishings, non-profit balanced coalition of suppliers, manufacturers, retailers and designers formed to promote sustainable practices with the best networking and education in the industry.