



Maggie's Organics to Launch NEW Fair Labor Apparel Line at Natural Products Expo West Trade Show in Anaheim, CA on March 12th, 2010

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Maggie's Organics is the first apparel company to be certified Fair Labor. They are launching a new six - piece apparel line with this certification on March 12th -14th 2010, in Booth 3178, Hall D. Press Conference on March 13th, 3PM PST in the booth.

YPSILANTI, MI, February 20, 2010 /24-7PressRelease/ -- Maggie's Organics (www.maggiesorganics.com) located in Ypsilanti, MI is launching a new line of fair labor certified apparel items at Natural Products Expo West (www.expowest.com) in Anaheim, CA on March 12th - 14th in booth #3178, Hall D. The new line includes: dresses, wrap tops, work-out pants, and a variety of tops, which will be available in stores April 2010. All items are designed to wear with one another and come in a variety of colors. All items, including Maggie's cotton scarves, are made with 90%-100% certified organic cotton and fair

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labor practices.

Maggie's Organics has been producing apparel items using certified organic fibers and fair labor practices since 1992. Thanks to the food industry, the organic certification for the agricultural crop has been in place since Maggie's started. But certification for ethical labor standards either did not exist or they lagged behind, until now. Maggie's is proud to announce that its entire apparel production chain in Central America has been evaluated by a new global standard, and all of the workers involved in the chain are treated fairly with safe and healthy working conditions. Maggie's Organics is the first apparel company in the world to hold this certification.

According to Bena Burda, President and Founder of Maggie's, "We have always taken the high road when it comes to making sure all who are involved with producing our products are treated fairly and that somehow we have helped sustain their lives in the process. It is validating to have others verify our work according to a measurable standard."

The Fair Labor Practices and Community Benefits Certification standard (http://www.scs-certified.com/fff/fair_labor_practices.php), developed by Scientific Certification Systems (SCS) in conjunction with key stake holders, validates socially responsible practices in agricultural production and all stages of processing including: growing, harvesting, ginning, spinning, knitting, finishing, cutting, sewing, screen printing, and distribution. Certification to this standard covers: equitable hiring and employment, safe workplace conditions, worker and family access to health, education, and transportation services, local and regional impacts, community engagement, and demonstrated economic stability.

Whole Foods Market (www.wholefoods.com) has been offering Maggie's Organics products in all of its stores for years. "We are excited to be able to offer these apparel items that not only look and feel great but they also have quite a story behind them. Our customers will not have to second guess about what went on behind the scenes of the production of this product". said Jeremiah McElwee. Senior Whole Body Coordinator for Whole Foods

Market.

Maggie's Organics and Scientific Certification Systems will hold a joint press conference in the Maggie's booth (#3178) at the Expo West show on March 13th at 3:00PM PST at the Anaheim Convention Center, Anaheim, CA. Bená Burda and Terry Betts, Business Development Manager from SCS will speak and take any questions.

For more information about Maggie's Organics and their products, please visit www.maggiesorganics.com, or contact Doug Wilson at 800-609-8593, or dwilson@organicclothes.com.

Maggie's Organics is located in Ypsilanti, MI. Bena Burda is the President and Founder of the company. Ms. Burda helped launch worker-owned sewing cooperatives in Nueva Vida, Nicaragua and more recently in Morganton, North Carolina.

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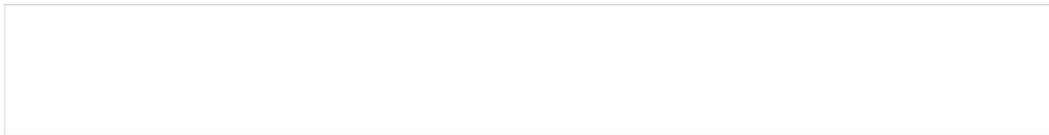
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