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**FOR IMMEDIATE RELEASE**

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**IFM ANNOUNCES THE ELECTROPUFF™ CRAFT KIT  
AND SPECIAL HOLIDAY PRICING ON ALL LIGHTING PRODUCTS**

*-- Create your own e-textile lamp dimmer with this fun and easy kit --*

November 1, 2007, Seattle, WA – International Fashion Machines, Inc. (IFM) today announced the release of the ElectroPUFF™ Craft Kit – a fun and easy way to explore the magic of e-textile technology while producing a uniquely decorative and functional item for your home – the ElectroPUFF™ Lamp Dimmer.

The ElectroPUFF Craft Kit makes it possible for anyone to create a fun and funky item that's also on the cutting edge of technology. The ElectroPUFF Lamp Dimmer is a soft, whimsical pompom that connects to any incandescent table lamp and controls light levels with just a gentle tap. IFM's patented electronic-textile technology is the magic behind the ElectroPUFF. Special conductive yarns that sense your touch are combined with colorful recycled carpet fibers to form the soft switch.

The kit contains all the necessary yarns, pre-assembled electronics, reusable pompom maker, embroidery needle, and simple to follow instructions. Because it combines crafting with innovative technology – and is so easy to make – it has wide-range appeal for kids, grandmothers, science enthusiasts, techies and anyone who enjoys crafts. An educational fact sheet is included to help explain electronic textile technology and the basic principles of electricity to kids and curious adults. The kit's electronic components are pre-assembled, so no special skills or electrical knowledge are required. And it's as safe as plugging a lamp into a wall. This kit is perfect for today's passionate crafters and the do-it-yourself electronics crowd. Anyone between the ages of 6 and 100 will have fun making the ElectroPUFF.

“So many people want to try making electronic textiles. This craft kit brings the excitement of e-textiles to everyone, not just techies! We are thrilled to have them available just in time for the holiday season, as both the kit and the completed ElectroPUFF Lamp Dimmer make great gifts,” explains Maggie Orth, Founder and President of International Fashion Machines. “Making a giant electronic pompom is as fun as using one!”

**Special Holiday Pricing**

The ElectroPUFF Craft Kit retails for \$27.50. However in celebration of the kit's availability and the upcoming holiday season, IFM is offering a 10% discount on all their e-textile home lighting products, including the Craft Kit, ElectroPUFF Lamp Dimmer, and



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the ESSENTIAL™ and POM POM™ Wall Dimmers.

All products can be purchased from <http://www.ifmachines.com>. Simply order before December 31, 2007 and enter the promotional code "IFMGIFT" when checking out to receive the discount.

### **Product Information**

Available in 7 funky color combinations, the ElectroPUFF Lamp Dimmer is safe and easy to install. Once assembled, simply plug any incandescent lamp into the ElectroPUFF then plug the E-PUFF into the wall. They are suitable for use in any room, but their whimsical style and vibrant colors make them particularly appealing to children.

Like all of IFM's products, the ElectroPUFF Lamp Dimmer is antimicrobial, stain resistant, has been rigorously tested for safety and durability and meets all applicable safety standards.

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### **About International Fashion Machines, Inc.**

International Fashion Machines, Inc. is a recognized innovator in electronic textiles and exceptional contemporary design. Their patented Plush Touch™ sensing technology literally weaves, tufts, sews and embroiders electronic yarns and materials directly into fabric, making the fabric itself a sensor, and transforming it from purely decorative to something that's uniquely functional.

IFM's design and development of electronic textiles range from one-of-a-kind interactive fabric artworks, to research for the military and strategy for the fashion industry, to the development of their own patented electronic textile technology and products.

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