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FOR IMMEDIATE RELEASE

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IFM RECEIVES UL LISTING FOR INNOVATIVE FABRIC DIMMER SWITCH

-- Listing certifies ESSENTIAL Wall Dimmer™ meets safety standards --

July 24, 2007, Seattle, WA – International Fashion Machines, Inc. (IFM) announced today that it has received a UL Listing for the latest in its line of unique, electronic textile-based home lighting products – the ESSENTIAL Wall Dimmer™.

Made of Designtex™ wool felt and conductive yarns, the ESSENTIAL Wall Dimmer is a completely new and aesthetic way to adjust lighting. With electronic fibers embedded directly into the felt, there are no hidden buttons or switches. All the user feels is the allure of a soft, fuzzy surface. A simple tap of the tufted textile sensor turns on, off, or dims the lights. These chic fabric dimmers transform a purely mundane task into an intriguing sensory experience, while adding a touch of contemporary design and color to any interior.

IFM's electronic textile products are among the first in their class to receive the UL Mark. The UL listing certifies that Underwriters Laboratories Inc., a not-for-profit, non-governmental organization, has investigated and tested the ESSENTIAL Wall Dimmer to evaluate potential electric, fire and casualty hazards, and deemed it safe for use. As UL Certification is not required by law, IFM voluntarily submits their products for review to assure consumers that their products meet safety standards.

“Our lighting products are completely different from anything else on the market today,” explains Margaret Orth, Founder and President of International Fashion Machines, Inc. “When our customers purchase our lighting controls, we want them to feel secure that they’re getting a high quality product that is as safe as it is fun to use.”

Product Details

Easy-to-install, the ESSENTIAL Wall Dimmer is antimicrobial, stain resistant and rigorously tested for safety and durability. Available in an array of 14 colors, they will enhance any well-planned interior. The ESSENTIAL Wall Dimmer is modern, minimalist, and luxurious. For more information or to purchase online, please visit our newly updated web site <http://www.ifmachines.com>.

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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, to strategy for the fashion industry, to the development of their own patented electronic textile technology and products.

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