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IFM INTRODUCES VALENTINE ELECTROPUFF LAMP DIMMER AND CRAFT KIT

-- Nothing says "I love you" like the Valentine ElectroPUFF --

January 23, 2008, Seattle, WA – IFM is excited to announce our special Valentine ElectroPUFF™ Lamp Dimmers and Valentine ElectroPUFF Craft Kits, available for a limited time only.

The bright red Valentine ElectroPUFFs will delight sweethearts or loved ones and remind them of you all year long. The IFM ElectroPUFF is the best way to turn out your lights at night. Take it bed with you for a fun and easy way to turn off the lights or set a romantic mood.

The ElectroPUFF is a colorful and soft five-inch pompom that connects to any bedside or table lamp, and controls light levels with a simple tap. It makes lights out fun and easy for kids. Fun loving adults will love them too. The ElectroPUFF Craft Kit makes it possible for anyone to create this fun and funky item that's also on the cutting edge of technology.

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.

IFM Founder and CEO, Maggie Orth says: "After the overwhelming success of the ElectroPUFF Lamp Dimmer and Craft Kit during the winter holidays, we're excited that our customers are ordering them to give as Valentine's Day gifts. Who knew they would make a sweet and romantic gift?"

As with all of IFM's e-textile lighting control products, the Valentine ElectroPUFF transforms the act of lighting a room into a unique sensory experience. They are so engaging that it's easy to overlook the underlying technology. Both the ElectroPUFF Lamp Dimmer and Craft Kit ship with a descriptive explanation on how it is made and why it works – educating kids and curious grown-ups alike on the principles of electronic textile technology.

Pricing and Availability

The Valentine ElectroPUFF Lamp Dimmer is easy to install and works with any existing incandescent lamp. Simply plug the lamp into the ElectroPUFF, then plug the ElectroPUFF into the wall. Available in sweet and sexy Valentine colors, the ElectroPUFF Lamp Dimmer retails for \$32.99 and the ElectroPUFF Craft Kit retails for



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\$27.50. Both can be purchased directly from the company's web site at <http://www.ifmachines.com>.

The ElectroPUFF Lamp Dimmer is antimicrobial, stain resistant and has been rigorously tested for safety and durability.

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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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