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FOR IMMEDIATE RELEASE

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WHOLESALE PRICING NOW AVAILABLE ON ONE-OF-A-KIND LIGHTING PRODUCTS FOR HOME, OFFICE AND KID'S DECOR

-- Electronic textile company expands with new wholesale division --

May 14, 2008, Seattle, WA – International Fashion Machines, Inc. (IFM) announced today that it has expanded its direct-to-consumer business to include a wholesale division for their popular electronic textile home lighting products.

The company's best selling products such as the ElectroPUFF™ Lamp Dimmer, the ElectroPUFF™ Craft Kit, the ESSENTIAL™ Square Wall Dimmer, and the POM POM™ Wall Dimmer are now available for retailers to market in stores across the US and Canada. IFM's completely unique electronic textile products are best appreciated with a physical touch. The new wholesale pricing allows for affordable entry into retail outlets and enables customers to experience these exciting products first-hand. With just one touch consumers will be hooked. IFM's e-textile products appeal to the gift, toy and children's markets, as well as luxury interior and high-end design shops.

"E-textiles are best experienced when touched by the consumer," explains Margaret Orth, Founder and President of International Fashion Machines, Inc. "Our new wholesale division lets consumers directly experience our irresistible e-textiles in retail stores around the country."

The patented **ESSENTIAL™ Square Wall Dimmer** is the latest product in a series of electronic textiles from IFM. Its new tufted sensor represents a more modern and minimalist approach to IFM's Plush Touch™ sensing technology. Available in an array of 14 captivating colors, it offers an intriguing, sleek alternative to the traditional plastic dimmer.

The **POM POM™ Wall Dimmer** provides a similar sensory experience, but as the name suggests, a soft, whimsical pompom serves as the control. The combination of the pompom and the colorfully patterned switch plate covers make these a fun and funky addition to bedrooms, living spaces, halls, dens, offices and playrooms.

The **ElectroPUFF™ Lamp Dimmer** is a unique electronic sensor in the shape of a fun and fuzzy five inch puff. Just a gentle tap controls a lamp's light levels and makes bedtime fun! Made 100% of textiles, the ElectroPUFF is irresistibly soft and fun to use. Kids will love their whimsical style and vibrant colors - while adventurous adults will appreciate their innovative technology.



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The **ElectroPUFF Craft Kit** makes it easy for anyone to make their own ElectroPUFF Lamp Dimmer. With all of the materials needed, this fun and educational kit is a great introduction to electronic textiles for kids, crafters, science enthusiasts, educators and techies.

Product Details

IFM's most popular products now are available for wholesale orders. For inquiries regarding availability and pricing, contact IFM or visit our website at 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 and strategy for the fashion industry, to the development of their own patented electronic textile technology and products.

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