

**MAYTEX'S GREAT
OPPORTUNITY**



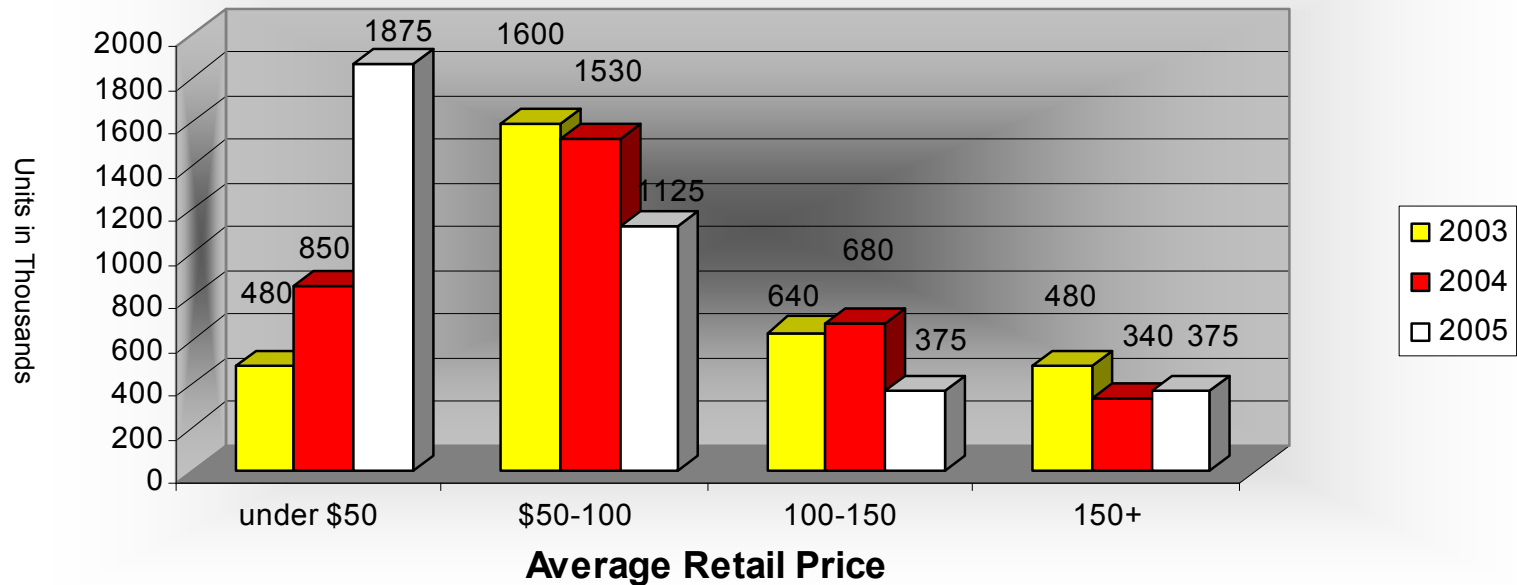
The Revolutionary Slipcover

- **IT FITS**
- **IT LOOKS BETTER**
- **WILL REDUCE RETURNS**
- **WILL REPLACE ONE PIECE**
- **HAS GAINED RETAILER ATTENTION**
- **PATENT PENDING**
- **PROVIDES QUALITY FASHION AND VALUE**

Other Maytex's Strengths

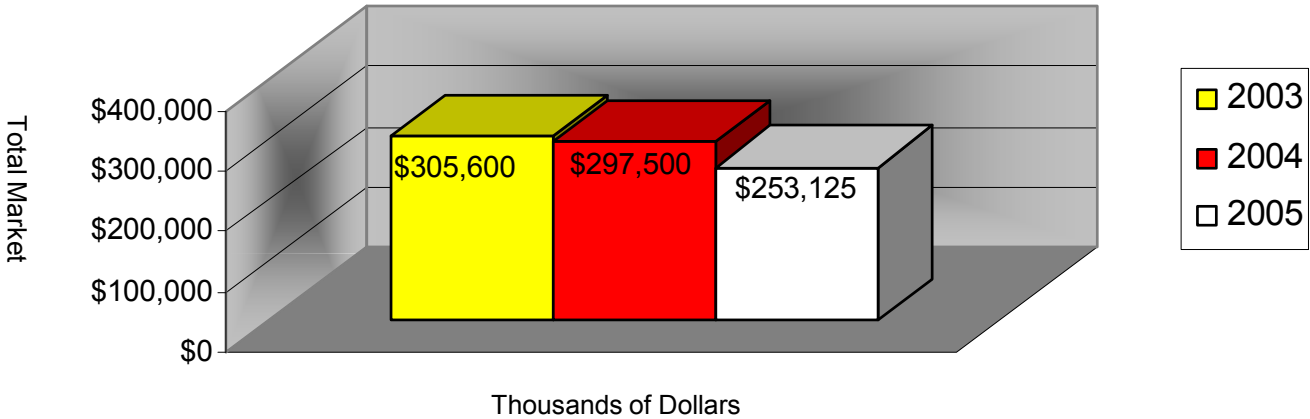
- The Line has been well received by most retailers
- Quality of suede, damask ,yarn dyes and twill have been excellent
- Company sourcing , service and relationship strengths have are excellent
- Ability to develop programs that work
- Great value with \$10-\$20 lower prices even with cushion cover

Price Declines are the Major Market Concerns



- Units under \$50 price point will increase from 15% to over 50% of the market between 2003 and 2005

However, Price Deflation and Consumer Dissatisfaction are causing the Market in Total Dollars to decline over 10%



Retailers Are Not Acknowledging The Market Shifts

- *Consumer Reports* has written 2 negative articles about slipcovers
- Sure-Fit's satisfaction on Biz-Rate has been reduced from 80% to 70% in one month
- Retailers seem attached to old strategies such as exclusives, markdown money and lowering prices
- There is little acknowledgement of the long term impact of price and market declines

Maytex is organized to capitalize on this scenario

- New products like THE REVOLUTIONARY SLIPCOVER offer an exciting solution for the fit and appearance issues
- Retailers have added significant space to slipcovers and need new solutions to reestablish their performance levels
- Off Shore production offers more flexibility, better product and lower prices
- Retailers need solutions to offset the lose-lose impact of simply lowering prices and quality.