



**IMMEDIATE RELEASE
TUESDAY 19 FEBRUARY 2008**

**INDEPENDENT MONITORS OF OA™ PASS 80% OF FURS IN
FIRST TRANCHE**

The monitoring of the Origin Assured™ programme (the international labelling programme which assures consumers that the fur they buy comes from a country that applies good welfare regulations) has got off to an excellent start says the International Fur Trade Federation.

The programme began in 2006 when for the first time OA™ furs were sorted and sold separately at the auction houses. OA™ furs are now appearing in retail shops and the international independent monitors, Cotecna, working with retailers and manufacturers, have traced the use of the label back to the original furs in 80% of cases in the first few months.

Frank Zilberkweit, Board Member of IFTF and a fur retailer in London says: “This is a great result for the first year. Working with Cotecna is straightforward from the retailer’s perspective; we all know the importance of having the OA™ programme monitored by an independent agency. Now we know the monitoring system works we can look forward to rolling out the programme with even greater confidence to our customers.”

-ENDS-

Fur, the natural, responsible choice

For more information see www.originassured.com

Through its work, and the activities of members, International Fur Trade Federation seeks to protect fur trade interests and promote innovation, high standards and a positive factual image of fur and the fur industry worldwide. The IFTF promotes strict codes of practice that meet, or exceed, established animal welfare standards for farmed and wild fur. IFTF represents 39 members in 32 countries.

AMERICAN LEGEND®



SAGA FURS