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MANNINGTON BUILDS ON THE SUCCESS OF ADURA™ LUXURY FLOORS

February 5, 2007 – This spring, Mannington will build on its popular line of ADURA™ Luxury Floors by adding an array of bold and elegant looks to its Distinctive Collection. The Distinctive Collection, which is comprised of 5"-wide, wood-look planks, was introduced in 2006 and quickly became one of Mannington's top selling collections. In 2007, we look to what's already hot in hardwood and translate it into Adura.

The most sought after wood looks today are the exotics, and this year Mannington is bringing it to Adura with Brazilian Cherry and Bolivian Rosewood. Exotic wood looks offer dramatic colorations and unique graining, and add a sense of warmth and beauty to everyday home interiors.

Brazilian Cherry provides a striking backdrop -- its warm, inviting color and subdued ticking and graining lend exotic appeal and interest to any room, while Bolivian Rosewood offers bold, rich graining and great drama. Each of these patterns is available in two SKUs, for design flexibility.

And now for something a little more traditional: Cherry. Popular today in cabinetry and accent furniture, Adura™ is capitalizing on this look by introducing Longwood Cherry and Heirloom Cherry to the line.

Longwood Cherry uses embossed-in-register technology to enhance the naturally long, elegant graining, and in four warm colors it lends sophistication to any room. The elegant rustic look of handscraped hardwood is found in Heirloom Cherry, which has the peaks and valleys of real wood thanks to 'handscraped embossing.' This pattern complements almost any décor, and comes in two colors.

All of the new Adura™ introductions come in a 5"-wide plank format, which mimics the most popular look in hardwood today. They also have Mannington exclusives ScratchResist™ and NatureForm™ for exceptional durability and beauty, as well as a 20 year limited warranty.

These Adura™ Distinctive Collection introductions will be available at retail in April, 2007.

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