

FOR IMMEDIATE RELEASE

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MANNINGTON COMPLETES RENAISSANCE OF TILE CATEGORY

WITH INTRODUCTION OF SERENGETI SLATE

January 28, 2008 –Serengeti Slate, Mannington Mills’ most inspired porcelain tile entry to date, faithfully interprets the characteristics of natural slate. Through a new production technique – Natural Variation Technology – Serengeti is a through body porcelain that combines the dramatic color play, clefting and ledging of natural stone.

With extreme, eye-catching variation, no two tiles are alike. And the series provides the look of natural slate, with the ease of maintenance and unsurpassed durability of through body tile.

Serengeti Slate is available in 3 inspired colorways - Ivory Tusk, Safari Sunset, and Midnight Mist. Ivory Tusk is an earthy neutral that contains blends of gold, sand, gray, linen, and khaki. Safari Sunset is a warm, active color with blends of brown that hint at the emergence of orange as a color option in Mannington’s porcelain line. Rounding out the color offerings is Midnight Mist, a sizzling new gray – achieved through a blend of graphite, navy, yellow, green, and red -- which draws from the depth and natural movement of slate.

All three colors are available in traditional sizes 6"x6", 12"x12", 18"x18", 3"x12" bullnose, 6"x6" bullnose, and 6"x6" bullnose corner, as well as the trendsetting shapes 12"x24", a 2"x2" mosaic, and a staggered brick mosaic.

Rich with design possibilities, the custom looks Serengeti Slate can create on floors, walls, counters, and backsplashes in both residential and commercial settings are unlimited.

This comprehensive collection will be available at fine flooring retailers in March 2008.

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