

FOR IMMEDIATE RELEASE

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**RESILIENT FLOORING SOARS TO NEW HEIGHTS WITH**

**INTRODUCTION OF SOBELLA**

**January 31, 2007** – This spring, Mannington introduces Sobella, a new type of resilient flooring that takes styling and performance to the next level. With the help of state-of-the-art technology, this floor is softer, yet more durable, than traditional vinyl flooring. These properties are also thanks to a special fiberglass core which gives it more dimensional stability, i.e., it doesn't expand and contract. And it looks better than ever, too, with enhanced texture and color detail.

Sobella is the answer to what today's homeowners really want: a floor that's soft underfoot; affordable; easy to maintain; very durable; and available in a wide variety of styles and colors that coordinate with their décor.

Sobella offers the ultimate in realism, as well, with the introduction of the first handscraped hardwood visual ever created in vinyl flooring. It's got incredibly real texture and graining; and the slate looks are unmatched in their depth of color.

The line will consist of two collections: Sobella Classic, which is comprised of 5 patterns and a total of 12 SKUs; and Sobella Supreme, which has 7 patterns and a total of 23 SKUs.

Both collections use Mannington exclusives Guardian™ protection to ward against rips, tears and gouges; NeverYellow for superior resistance to yellowing; and NatureForm Optix™ technology which combines the latest advances in printing, finishing and texturing for an incredibly realistic look.

Sobella is now available at fine flooring retailers across the United States and in Canada.

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