

FOR IMMEDIATE RELEASE

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**NEW PATTERN ADDED TO POPULAR COLLECTION IN**

**STAINMASTER® RESILIENT FLOORING**

**February 5, 2007** – With the addition of a pattern to its popular line of resilient flooring, this spring consumers will have yet another reason to consider STAINMASTER® for their homes.

The new pattern, called Ocean Crest, builds on the success of last year's incredibly successful products that use Optique™ surface technology. Optique™ surface technology is an optical masterpiece of remarkable beauty, and brings the highest degree of realism to resilient flooring.

Ocean Crest was inspired by the natural beauty of weathered, rocky shorelines, and is characterized by realistic color depth and variation. Its 12" tile format showcases the unique features that would be found in natural stone, such as mineral deposits, as well as imperfections such as streaks and gaps.

This new pattern will be available at STAINMASTER® flooring centers in April 2007.

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