

TARKETT
PRESS RELEASE



HOMEOWNERS ENJOY LATEST 'TRENDS™' IN LAMINATE WITH NEW, EVOLVING TARKETT RESIDENTIAL COLLECTION

FOR IMMEDIATE RELEASE Chagrin Falls, Ohio, March 2010

The Trends™ Collection laminate from Tarkett Residential provides homeowners with the latest on-trend flooring designs, featuring eight of the hottest antique-stained and soft-hand-scraped designs in the marketplace. It also combines the latest styling with exceptional value and performance for any home.

Part of a new line of ever-evolving laminate products from Tarkett, Trends speaks to design-conscious homeowners who not only want the up-to-date looks in flooring but also value, durability and easy care. Trends fits the bill, holding up to the rigors of everyday life in any home while remaining fabulous looking day to day.

"This constantly evolving line quickly responds to the newest color and design trends in home décor," said Jeff Katz, Tarkett Residential Director-Laminate. "All of our up-to-the-minute styles also feature realistic embossing, beveled edges and narrow widths – all at a reasonable value, giving homeowners the best of both worlds."

Not only do consumers get to choose from a number of fashion-forward designs at a great price when they install Trends, they also get an extensive 25-year warranty – all in a product that delivers exceptional performance and style.

"We sought out the latest in design and design technology and combined it with Tarkett's long-standing reputation for quality, durable floorings at an attractive price," Katz added. "When homeowners select Trends flooring, they can be assured they're getting a product that stands up to day-to-day living and looks great. Trends is the new normal because it not only offers style with value, but it holds up to real-world living."

About Tarkett:

With 2009 revenues of €1.7 billion, Tarkett is a leading provider of innovative and sustainable flooring and sports surfaces. Some 8,000 employees serve Tarkett's customers in 100 countries and from 29 production sites. Since January 2007, Tarkett is owned by the Deconinck family (50%) and private equity funds affiliated with KKR (50%). For further information visit Tarkett at www.tarkett.com.



THE ULTIMATE FLOORING EXPERIENCE

CONTACT:

Chris Lynch

Falls Communications

(216) 696-0229

clynch@fallscommunications.com