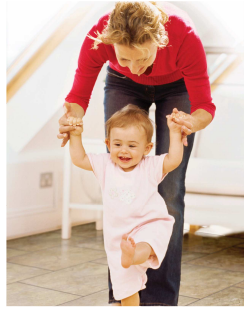


TARKETT
PRESS RELEASE



**NEW NAFCO® PERMASTONE®
DESIGN OPTIONS GIVE
HOMEOWNERS EVEN MORE
CHOICES TO CREATE DURABLE,
AUTHENTIC-LOOKING FLOORS**

FOR IMMEDIATE RELEASE Chagrin Falls, Ohio, May 11, 2010

Travertine. Limestone. Concrete. Slate. Imagine offering your customers the option of having a floor in any room of their home that deftly echoes the memorable look and styling of these striking natural materials but also lives up to the practical rigors and traffic of day-to-day family life. Now with the latest NAFCO® Luxury Floors PermaStone® Collection you can give your customers the best of both worlds. It's the perfect marriage of design and durability in luxury vinyl tile.

NAFCO now gives consumers even more choices in creating authentic-looking floors by introducing five new designs featuring 19 new colors, to its popular line of PermaStone products. The new designs include:

- Travertine – a classic, pitted travertine design in four colors:
 - Sundance – rich, golden travertine
 - Cashmere – elegant, cool gray and white tones
 - Caramel – deep caramel
 - Weathered Beach – light to medium taupe stone
- Limestone – a bold, defined stone with an immense, realistic depth:
 - Bark – dark brown and gold
 - Magma – deep reds that echo the hues of melted lava
 - Chestnut – medium brown with beige highlights
 - Biscotti – beige, sandy stone
- Firenze – a contemporary concrete design that is sure to become a classic:
 - Leather – deep copper tone
 - Olive – true olive green
 - Antique White – white, with a bit of warm beige tones
 - Sand – elegant beige
- Modern Slate – a quarry slate that delivers a modern look ideal for all decors:
 - Aspen – icy white and blue tones
 - Charcoal – deep, warm gray tones
 - Bisque – modern beige tone



THE ULTIMATE FLOORING EXPERIENCE

- Indian Slate – the multi-colored slate design everyone recognizes:
 - Dune – multi-beige tones
 - Sunset Gold – multi-yellow and orange tones
 - Seagrass – deep green and gold tones
 - Canyon – popular deep blue/gray tones

“Our new PermaStone design options really pop with depth and realism,” notes Erica Hubbard, Tarkett Director of Marketing - NAFCO. “When you stand on these floors and look down, you’d be hard pressed to tell that it isn’t really limestone, travertine, concrete or slate. Our creative team has created the perfect aesthetic.”

“We’ve added a number of patterns to our premium Luxury Floors PermaStone collection, and these reflect an influence to where we see the next generation of natural stone and tile appearances heading,” said Lise LeBreton, Tarkett Residential Creative Director. “Many of our new designs also are very clean looking, yet they combine both classic and contemporary elements. We feel they are quite consistent with the overall trend we’re seeing of more homeowners choosing patterns that reflect a distinct North American persuasion.”

All PermaStone tiles come with three installation design options: GroutFit®, GroutFil™ and GroutLess™, giving homeowners a wide choice of design schemes to fit their tastes and the style of their homes.

GroutFit

The patented GroutFit system enhances the realistic look of any NAFCO PermaStone floor. Most conventional vinyl tiles have grout on all four sides, leaving a visible seam right in the middle of the grout. Tiles with GroutFit have grout on two sides, so when they are installed together, it creates a beautiful, realistic floor with a seamless appearance. The product is beveled on two sides creating the grout lines; then it is embossed to mimic the texture of real grout.

GroutFil

This option looks and feels like a true grouted floor because it is. GroutFil features 10 pre-mixed, stain-resistant, acrylic-based grout colors that allow homeowners to create endless numbers of pattern and grout possibilities. Consumers can customize their floors by choosing their own grout color and grout width to harmonize with any décor. The GroutFil option is much easier and more cost efficient to install compared to a traditional ceramic tile.

GroutLess

The look of this PermaStone option gives the floor an individualized tile look. The result makes the GroutLess option a perfect choice for a uniquely modern and completely custom-designed floor. This look is enhanced with a rolled edge treatment that helps hide sub-floor imperfections. In addition, it’s very fast and easy to install because the tile installs edge-to-edge, unlike ceramic. There is also no seam sealer required with a GroutLess installation.

Easy-to-install NAFCO Luxury Floors PermaStone are created to resist scuffs, scratches, stains, and wear thanks to Tritonite®, **Tarkett's** exclusive protective coating that helps keep floors looking new. And unlike their natural counterparts, they are warm and soft underfoot, and, they're practically noiseless, producing no hollow sound like other flooring options.

PermaStone floors require minimal maintenance to keep finishes looking like new. Upkeep typically involves use of a neutral floor cleaner and water, eliminating the need for harsh chemicals required by many other flooring options. Made in the United States, all NAFCO tiles are FloorScore™ certified for assurance of low-emitting materials and indoor air quality.

NAFCO stands behind its **Luxury Floor** products, and announces that the PermaStone warranty has been upgraded to a Lifetime Limited residential/5-Year Light Commercial warranty on all products.

For more information about PermaStone GroutFit, GroutFil, and GroutLess or NAFCO, visit www.tarkettna.com or call 800-367-8275.

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.

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