

TARKETT
PRESS RELEASE



TARKETT RESIDENTIAL ROOMVŪE™ MAKES IT EASY FOR CONSUMERS TO VISUALIZE NEW FLOORS IN EVERY ROOM OF THE HOUSE

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Tarkett Residential's roomvūe™ online flooring visualizer makes it easy for consumers to select new flooring within the comfort of their own homes. Located on Tarkett's Web site, www.tarkettna.com, roomvūe is an overall decorating tool for the home.

Using Tarkett's roomvūe, consumers are able to select a room from the photo gallery or upload digital photos of their own room. Then, they can choose a floor style and pattern – such as Tarkett's North American Laminate Collection, FiberFloor® resilient flooring, resilient sheet or Tarkett NAFCO luxury vinyl tile – along with wall colors and even flooring accessories, like wall base, for a complete view of a custom-designed room. Users are then able to save, e-mail or print the room scenes, which also include product information to make purchasing easy.

With roomvūe, whether in the comfort of their homes or at the retailer showroom, consumers have the advantage of being able to see how a new floor design might actually look in their homes before purchasing and installing the flooring. The program gives individuals an opportunity to experiment not only with their flooring choices, but to see how the choices fit in with different décor styles in various rooms, all without having to bring numerous samples home.

Roomvūe users can experiment with bold, new ideas that they may not have considered before, including styles that range from a concrete-look, slate-tile, exotic wood-look or a metallic-plank finish. With Tarkett's roomvūe, a whole new world of flooring opportunities is open to those who want to test out the latest trends or revisit the tried-and-true classics.

Features include the ability to shop flooring designs that can be added to a consumer's wish list cart, flooring choices illustrated in a multi-room format, as well as a complete 360 degree view of the floor.



THE ULTIMATE FLOORING EXPERIENCE

"Tarkett Residential's roomvūe visualizer is actually an overall decorating tool for the home, providing unlimited opportunities in the consumer's approach to selecting new flooring," said Gary Finseth, Tarkett Residential Marketing Director. "If consumers wish, they can make a decision on their new flooring designs and mix and match with choices of wall color, baseboards and flooring transitions. This makes it extremely convenient to begin the remodeling process for those with busy lifestyles and be ready to buy when they go into a retailer's showroom."

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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