

TARKETT
PRESS RELEASE



2010 COMPANY/PRODUCT FACT SHEET TARKETT RESIDENTIAL

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WHO:

Tarkett Residential manufactures and markets FiberFloor®, Vinyl Sheet, Laminate and NAFCO® Luxury Floors flooring products. Its collections are recognized throughout the industry for design, quality and innovation excellence. Tarkett Residential is a division of the Tarkett Group.

WHAT: RESILIENT

Tarkett FiberFloor™ is a stylish, fiber-backed resilient sheet high-performance, high-value product that stands up to real-life water, moisture, scuffs, scratches and indentation in a warm, quiet, comfortable way. The collection includes:

- LifeTime® Collection
- Easy Living™ Classic Collection
- Easy Living™ Fashion Collection
- Easy Living™ Fun Collection
- Fresh Start™

Tarkett Vinyl Sheet offers superior craftsmanship, durability, easy care and attractive designs in both display and roll collections. The collection includes:

- Infinity™
- Inspire™
- Preference® Plus

WHAT: LAMINATE

Tarkett North American Laminate Collection provides best overall design, performance and value.

- AC4 rating for better wear
- IC3 rating for indentation
- Uses AMERICORE™ 100% hardwoods



THE ULTIMATE FLOORING EXPERIENCE

- Three collections include:
 - The New Frontiers™ Collection
 - The Journeys™ Collection
 - The Cross Country™ Collection

Tarkett 'Trends™' premium-value collection of the latest on-trend laminate designs is an ever-evolving product line to assure retailers have the latest styles and designs.

Tarkett 'Solutions™' is a perfect 8mm entry level performance-value laminate product designed to drive store traffic and is offered in a variety of five designs.

**WHAT: NAFCO
LUXURY FLOORS:**

NAFCO Luxury Floors offer high-performance luxury vinyl tile in wood, stone and ceramic designs. Innovative flooring collections include:

PermaStone® Collection – provides the stunningly natural look and feel of ceramic and stone, with 3 installation design options:

- GroutFit® - two-sided beveled tile flooring to create grout lines and mimic the feel of real grout
- GroutFil™ - features 10 pre-mixed acrylic grout colors that provides consumers with customized grout options
- GroutLess™ - randomly cut tiles give floors an individualized, custom-designed look

Classic Tiles – widest selection of design and color choices with the timeless look of stone, ceramic, slate and marble in three 'good,' 'better' and 'best' offerings

Classic Plank – replicates the natural look of wood grains in three 'good,' 'better' and 'best' offerings

**MEDIA
SPOKESPERSONS:**

Gary Finseth, Tarkett Residential, Marketing Director

Cynthia Mansfield, Tarkett Residential Marketing Communications Manager

ABOUT TARKETT:About Tarkett

With over 120 years of experience in creating safe, sustainable and inspiring flooring and sports surface solutions, Tarkett enhances every day its customers' quality of life and return on investment across the world with the ambition to become the best solution provider. Tarkett is the largest resilient manufacturer in the world with over 28 production centers, sales of about 2.1 billion € (3.0 billion US\$) in 2008, in more than 100 countries and over 8600 employees. For further information visit Tarkett at www.tarkett.com.

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