

TARKETT
PRESS RELEASE



**TARKETT RESIDENTIAL'S
VINYL SHEET FLOORING PROVIDES
ATTRACTIVE, DURABLE OPTIONS
FOR EVERYDAY LIVING
AT AN EVERYDAY VALUE**

FOR IMMEDIATE RELEASE Chagrin Falls, Ohio, March 2010

With Tarkett Residential's Vinyl Sheet (felt-backed) flooring, homeowners can be assured they'll get practical beauty and superior durability. What's more, they can choose from hundreds of stylish designs to fit any lifestyle and décor. And...all stand up to the rigors of day-to-day living.

Designed to fit any lifestyle and priced to fit any budget, vinyl sheet floors offer great value: they look good and are wear, tear, rip and gouge resistant.

No matter their budget, homeowners can find vinyl flooring options that are "good," "better," or "best": Tarkett's Vinyl Sheet offerings come in all three price points and include a total of 237 top-selling styles. The Tarkett Vinyl Sheet Collections include:

- Infinity™ (best) – Featuring the best quality, design and performance. Infinity products are guaranteed for 20 years and offer the most innovative new patterns
- Inspire™ (better) – Is the mid-priced, mid-quality flooring line. It is guaranteed for 15 years and offers the widest selection of colors and designs
- Preference® Plus (good) – Is the brand's most affordable flooring. This entry-level line is guaranteed for six years

"Our vinyl sheet options offer some of the best designs on the market – deeper, bolder colors, enlivening contemporary woods, timeless stones and ceramics - all deeply embedded with rich, natural texturing into our best floor construction," said Mario Allard, Tarkett Residential Director of Resilient Products. "And, when homeowners are shopping for flooring, they'll find that our user-friendly display clearly shows them the product characteristics and explains our simple good, better, and best options. This means they can immediately understand product differences in thickness (value), design, warranty and price."

Tarkett vinyl is available in 86 roll design options. All 237 vinyl sheet styles are FloorScore® certified, indicating they meet rigorous indoor air quality standards.



THE ULTIMATE FLOORING EXPERIENCE

Tarkett vinyl sheet products feature the Guardian Protection System™, providing enhanced resistance and increased durability to scuffs, scratches, stains, indentations, rips and tears. Another key benefit is Nature's Touch® - a design breakthrough in realism that makes Tarkett floors look and feel more authentic, delivering the realistic look and texture of wood, stone and ceramic.

For more information, 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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