

TARKETT
PRESS RELEASE



**TARKETT FIBERFLOOR®
AWARDED PRESTIGIOUS
CONSUMER'S DIGEST 'BEST BUY'
HONOR**

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

The Tarkett Residential FiberFloor® Easy Living™ Collection has earned a prestigious Best Buy rating from *Consumers Digest* magazine in its recent 'Best Buys in Flooring' issue. The publication reports that on average the *Consumers Digest* Best Buy rating is awarded to less than three percent of the competing models in any given product category.

In earning its designation in the Best Buy – Economy flooring selection, the editors noted that "You would have to pay more than double the price to get as many color choices as Tarkett's Easy Living line offers. The line's three collections – Classic, Fun and Fashion – have the most varied selection of vinyl designs that we've seen."

They also highlighted the collection's durability; "It's also built using the company's FiberFloor five-layer system, which includes a combination of resilient layers, woven fiberglass (to keep the floor from expanding and contracting) and foam (for added comfort)."

"We are honored to receive a *Consumers Digest* Best Buy rating for the FiberFloor Easy Living Collection," said Gary Finseth, Director of Marketing for Tarkett Residential. "As a leader in the development of consumer flooring solutions, it is rewarding to have one of our collections achieve this prestigious recognition."

With 207 designs in three overall collections, distinctive colors and textures – including authentic-looking wood grains, rustic tiles and earthy stones – FiberFloor effortlessly mimics the real thing, while providing the ultimate in value and enhanced performance that meets all the rigors of day-to-day living.

"Consumers shopping for flooring in this economy want a dependable floor that provides ongoing value," said Finseth. "Smart homeowners are discovering that today's fiber-backed resilient sheet flooring products aren't their grandmother's vinyl. The latest options, like FiberFloor, offer incomparable design, style and durability – at a price that doesn't break their budget. These floors look great every day and resist scuffs, scratches, indentations and even water."



THE ULTIMATE FLOORING EXPERIENCE

Tarkett's TechniCore™ foam layer is the key factor contributing to FiberFloor's performance and quality. This uniform foam layer provides consistency in the size and shape of foam layer cells. Using a unique manufacturing process, foam is tightly and uniformly constructed to provide exceptional protection against indentation and instability across the floor.

Tarkett backs its superior performance on all FiberFloor products with long-life warranties that ensure the floor retains its attractive appearance for many years to come. The FiberFloor lines provide 10-year, 15-year and lifetime warranties.

"We stand behind our products and ensure they meet the highest performance standards, which in turn provides significant longevity," Finseth added. "Our promise to consumers and our retail partners is to also stay ahead of rapidly changing design trends and constantly develop fresh ideas, both from a design and performance standpoint. We aim to be the trendsetters, not the trend followers."

For more information, visit www.tarkettna.com or call 800-367-8275.

Editor's note: The BEST BUY SEAL is a registered trademark of Consumers Digest Communications, LLC, used under license.

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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