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NEWS RELEASE

High resolution digital images on enclosed CD

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effective: Immediately

CARTHAGE BY PACIFICREST CARPET excels in coloration, texture and performance with Antron® StainRESIST™

Go certifiably green with PacifiCrest Carpet!

PacifiCrest created an intriguing plank-look carpet pattern and then interpreted it in nine outstanding colorations designed with different textures. Masters of manufacturing distinctive carpets, PacifiCrest gets the maximum artistry and product performance through engineering their yarn systems, advanced technology and craftsmanship. CARTHAGE features Antron® Brilliance™ nylon fiber combined with Antron® Primers™ to produce crisp clean colors and vibrant shades. Antron® StainRESIST™ fiber technology enhances the long-lasting performance and EPP (Environmentally Preferable Product) certified carpet fiber assures environmental sustainability.

CARTHAGE is a patterned cut and loop construction carpet that contrasts tip-sheared, cut loop rectangles with alternating textured loop rectangles of color. Five different yarns are integrated into five tonal and accent colors forming nine different colorations in all. The organized combinations of color provide greater design flexibility to work with other interior finishes. The pattern repeat is (W x L) 9.6" x 53".

PacifiCrest presents CARTHAGE along with Batik, Fresco, Abstract, Art Nouveau and Deco patterns as a collection of carpets featuring Antron® StainRESIST™ fiber technology. Six styles

(more)

a subsidiary of Royalty Carpet Mills, Inc.

in one architectural folder make it easier and quicker to specify carpet when styling is important, environmentally sustainability required, and stain resistance is a must.

CERTIFIABLY GREEN CARPET

Antron[®] StainRESIST™ fiber technology benefits in CARTHAGE provides outstanding stain resistance, soil resistance and appearance retention qualities to enhance the life-cycle of the carpet especially for use in corporate, senior living, hospitality and retail facilities. The Antron[®] fiber is EPP (Environmentally Preferable Product) certified to have a lesser or reduced effect on human health and the environment when compared to other products that serve the same purpose. The carpet itself is tested and third-party certified by CRI Green Label +Plus.

GREEN MANUFACTURER

PacifiCrest has dramatically reduced the environmental impact of producing carpet as a result of our unparalleled two-decade commitment and leadership. As a member of the U.S. Green Building Council, we support the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™. PacifiCrest has a well-established leadership position as an environmentally responsible manufacturer of recyclable, sustainable carpets made in California.

“PacifiCrest makes it easy to specify sustainable products that meet increasingly exacting ecological standards,” said PacifiCrest President Andrea Greenleaf. We offer by request the PacifiCrest Green Product Guide that lists environmental attributes and LEED credit points. Contact PacifiCrest at (800) 522-8838 ext. 7-2506, (949) 474-5343, fax (949) 833-2161 for fast sample service. Go to www.pacificrest.com for product specifications and LEED data.

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