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NEWS RELEASE

High resolution digital images on enclosed CD

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effective: Immediately

KOZANI, SIRANO AND VARONA BY PACIFICREST CARPET Layers, Textures and Subtle Pattern Styling

PacifiCrest, the GREEN manufacturer of GREEN carpet.

PacifiCrest extends their Greek series product line with the introduction of three coordinating carpet patterns. KOZANI, SIRANO and VARONA join patterns Athena, Poseidon, Zeus and solids Kallisto and Hyperion. Offered in 19 different colorations, these patterned loop construction products are designed for the utmost versatility to perform across a broad range of end-use applications, including where multiple pattern scales are desired. KOZANI, SIRANO and VARONA feature XTI™ type 6,6 nylon fiber, and are backed by a 10-year abrasive fiber wear warranty and static protection. Masters of manufacturing distinctive carpets, PacifiCrest maintains maximum artistry and product performance through engineering their yarn systems, advanced technology and craftsmanship. The carpet itself is tested and third-party certified by CRI Green Label +Plus.

KOZANI, a layered, moderate scale overall pattern, creates a vertical and horizontal texture influenced by timeless architecture. Within this framework, it provides a sense of serene elegance, ideal for transforming an ambience from ordinary into extraordinary. The pattern repeat is (W x L) 24" x 23.7".

(more)

a subsidiary of Royalty Carpet Mills, Inc.

A mid-scale random pattern, VARONA's texture weaves a refined symmetry suggesting classical decorative elements, and is designed to create a beautiful space wherever it is placed. Its pattern repeat is (W x L) 12" x 14.5".

SIRANO, a traditional small-scale graphic, achieves a subtle flowing pattern. It balances a motif influenced by enduring art forms with modern details creating an understated stylishness. Its pattern repeat is 1" x .6".

KOZANI, VARONA and SIRANO are all excellent choices for enhancing any environment that demands high-performance value interwoven with sophisticated styling and extraordinary, decorative fine points. Exhibiting a cohesive theme of classic origins, each product can achieve a desired look, either separately or together, with the ease that only unsurpassed quality can deliver.

CERTIFIABLY GREEN CARPET

Specifying PacifiCrest carpets with the appropriate E-LOK Bio-Bak™ Laminate or Bio-Bak™ 18 polyurethane backing also contributes to the total building materials requirements for rapidly renewable materials under the Materials and Resources Section of Version 2.0 of the LEED guidelines. Made with BioCel™ polyurethane backing system of bio-based polymers using soybean oil and Celeram, a highly refined recovered mineral, this backing is 64-68% green by weight, excluding carpet face weight.

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.

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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