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**NEWS RELEASE**

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**SATARA WINS 2011 ULTRON DOC PRODUCT AWARD**  
**Upscale style and color with incredible textural dimension**

*PacifiCrest, Endless Possibilities*

SATARA, a ribbed, lustered wool-like texture created by PacifiCrest, was recently awarded the prestigious 2011 Ultron DOC award. Recognized over the years as a symbol of outstanding achievement in product design, the DOC award is given annually to carpet mills in recognition of their achievement in originality, color, usability, and texture combination.

The award-winning SATARA texture highlights a proprietary bright luster accent yarn that produces a stunning, randomly striated effect. Its pattern repeat is (W x L) 1.25" x stripe. "When I was creating the SATARA pattern, I visualized the natural beauty of the symmetry found in the rock striations along the cliffs of the rugged Irish coastal landscape," said Senior Product Development Designer, Ms. Libby Cook. "This renowned scenery inspired me and SATARA was the result."

SATARA, included in the TATTERSALL COLLECTION, is randomly sheared to create a softened, fabric-like aesthetic with textural dimension to enhance its pattern. This multi-level loop construction product features premium Ultron® Type 6,6 Nylon and offers 19 colorations. It is designed for supreme versatility so it performs across a broad range of end-use applications, including heavy traffic areas.

-more-



ENDLESS POSSIBILITIES

Coordinates BALMORAL and TATTERSALL are complementary scales and textures. The solid texture is OTTOMAN. All patterns are secured by a 10-year abrasive fiber wear warranty and static protection. Made in California, SATARA, BALMORAL, TATTERSALL and OTTOMAN are all excellent examples of high-performance value, sophisticated styling and inspirational, tactile fine points. Integrated for the greatest design flexibility, each product achieves unsurpassed quality and offers the utmost impact on your project goals, either separately or together.

### *CERTIFIABLY GREEN CARPET*

As a master of manufacturing distinctive carpets, PacifiCrest maintains maximum artistry and product performance through engineering their own yarn systems, utilizing advanced technology and superb craftsmanship. The carpet itself is tested and third-party certified by CRI Green Label +Plus. Specifying PacifiCrest carpets with the appropriate BioCel™ Laminate Plus or Cushion 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. These backings feature a BioCel™ polyurethane backing system made of bio-based polymers using soybean oil and Celceram®, a highly refined recovered mineral. They range up to 60-70% green by weight, excluding carpet face weight.

### *PROJECT YELLOWSTONE – Recycle USA. Restore Jobs.*

PacifiCrest is proud to be associated with Universal Textile Technologies' (UTT) involvement in its partnership with Yellowstone National Park. Project Yellowstone takes recycled plastic bottles from the park and converts them into a non-woven fleece used to manufacture BioCel™ and EnviroCel™ carpet backings. Diverting plastic bottles from entering landfills, Project Yellowstone creates and protects jobs for the American Workforce.

### *GREEN MANUFACTURER*

PacifiCrest is renowned as an environmentally responsible manufacturer of recyclable, sustainable carpets made in California. We have 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 –

-more-



ENDLESS POSSIBILITIES

Building Council, we support the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™.

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](http://www.pacificrest.com) for product specifications and LEED data.

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