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NEWS RELEASE

High resolution digital images on enclosed CD

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effective: Immediately

ATHENA, POSEIDON AND ZEUS BY PACIFICREST CARPET Versatility, Performance and Styling Flexibility

PacifiCrest, the GREEN manufacturer of GREEN carpet.

PacifiCrest introduces exciting contemporary carpet patterns and interprets them in three universally appealing styles. Masters of manufacturing distinctive carpets, PacifiCrest gets the maximum artistry and product performance through engineering their yarn systems, advanced technology and craftsmanship. ATHENA, POSEIDON and ZEUS feature XTITM type 6,6 nylon fiber combining the benefits of superior performance and appearance retention with flexibility in styling options. Offered in 24 different colorations these patterned loop construction products are designed for the utmost versatility to perform across a broad range of end-use applications. Each is backed by a 10-year abrasive fiber wear warranty and static protection. The carpet itself is tested and third-party certified by CRI Green Label +Plus.

ATHENA is an eye catching, mid-scale, traditional carpet crafted with intricate twists and turns that beautifully accentuate the overall texture of the type 6,6 nylon yarn. The pattern repeat is (W x L) 4" x 4.2".

A large, random striate, durable yet attractive POSEIDON will maintain its décor-friendly appearance in the most demanding interior environment. Its pattern repeat is (W x L) 24" x 24".

(more)

a subsidiary of Royalty Carpet Mills, Inc.

ZEUS, a striking, small-scale grid pattern, achieves its stylish woven appearance by alternating high and low loop rectangles of harmonious color. The pattern repeat is .500" x .75".

ATHENA, POSEIDON and ZEUS are uniquely versatile in that they can perform beautifully together or work separately to achieve a quality upgrade look. Because each product is designed and produced to deliver value along with excellent performance and styling flexibility, they are often chosen for environments that demand a perception of sophistication and exclusivity.

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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