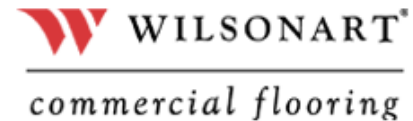


**FOR IMMEDIATE RELEASE**

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**Wilsonart Commercial Flooring Advertising Campaign  
Targets Vertical Market Segments**

TEMPLE, Texas (October 27, 2005) — Realizing that the opportunity for laminate flooring in commercial applications lies in some very specific areas, Wilsonart® Commercial Flooring has launched its first advertising initiative to the healthcare market. Two ads – each focused on a key healthcare flooring problem – are scheduled to run for the balance of 2005 and throughout 2006 in *Healthcare Building Ideas* magazine, a publication reaching architects, designers and facility management personnel involved in the healthcare industry.

Created by Marketing Alternatives, Inc., a Chicago-based communications firm, the healthcare ads speak to two separate flooring issues faced by healthcare management: damage caused by heavy rolling beds and leg fatigue. “Using examples of two very real healthcare flooring issues in our ads – and demonstrating how Wilsonart Commercial Flooring overcomes them – has allowed us to generate some very legitimate leads from this market segment,” comments Danica O’Leary, National Marketing & Brand Manager, Wilsonart Flooring.

One of the ads features a close-up shot of a Hill-Rom bed wheel and bears the headline, “Revolutionary Invention. (We’re talking about the floor, of course.)” The copy explains that while one of mankind’s greatest inventions – the wheel – can wreak havoc with flooring in healthcare facilities, Wilsonart Commercial Flooring is not vulnerable to the damage these wheels can cause to other flooring types. A second ad showing an up-close view of a healthcare worker’s foot carries the headline, “Human Shock Absorber. (We’re talking about the floor, of course.)” to address how Wilsonart Commercial Flooring reduces worker leg fatigue and injuries.

Additional advertisements addressing specific flooring concerns faced by the retail, hospitality and general building operations audiences will be forthcoming. The ads will appear in select publications reaching these vertical market segments in 2006.

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