

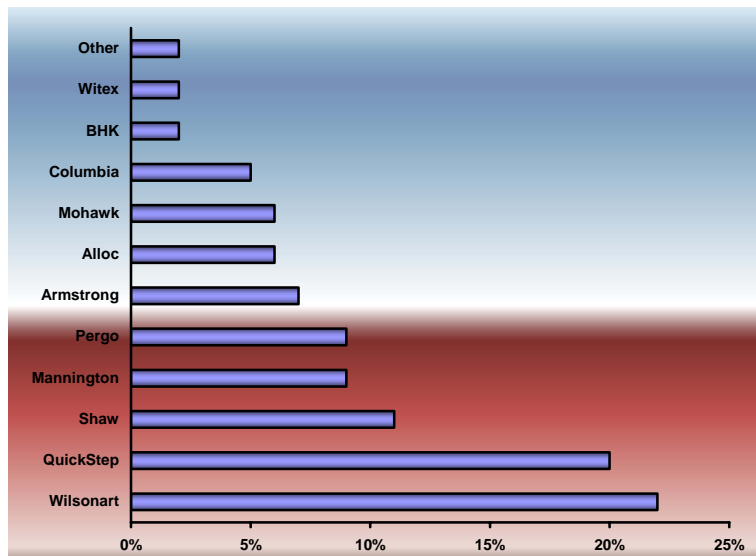


Laminate Flooring Market Study

Wilsonart® Flooring Named Top Selling Laminate Flooring Brand!

Wilsonart Flooring outranked the competition as the top selling laminate flooring brand in the June 2005 National Floor Trends Laminate Flooring Market Study. Excerpts from this industry report include:

Top Selling Brand of Laminate Flooring



Why do flooring retailers and contractors consider Wilsonart Flooring the top selling brand?

According to the survey results, quality was the #1 reason, followed by name recognition, ease of installation, selection and looks!

Other mentions: Balterio, Tarkett, EPI

Wilsonart Flooring sweeps the ratings for key selling attributes...

Respondents rated manufacturers in terms of product characteristics using a 5-point scale with 5 meaning excellent and 1 meaning poor. Wilsonart Flooring was rated...

- “5” or “4” for DURABILITY by 90% of respondents
- “5” or “4” for SELECTION/STYLING by 74% of respondents
- “5” or “4” by 75% of respondents as an OVERALL RATING

Additional highlights from the study:

- 80% of respondents consider laminate flooring a profitable alternative
- 50% of respondents reported laminate flooring sales of 7 or more per month
- 37% of respondents reported laminate flooring sales of \$100,000 more per year
- 38% of respondents said the average ticket amount per laminate flooring sale was \$2,000 or more
- 30% of respondents say they devote 6% to 10% of their total floor space to laminate flooring
- 60% of respondents predict residential and commercial laminate flooring sales will increase in 2005 as compared to 2004 while 33% say they will stay the same