

FOR IMMEDIATE RELEASE

Contact:

Christine Igl

Axiom Marketing Communications

(952) 224-2939, Extension 19

cigl@axiomcom.com



A CELEBRATION 10 YEARS IN THE MAKING

Wilsonart Flooring Introduces 28 New Designs for 2006

TEMPLE, TEXAS (February 1, 2006) – 2006 marks the much-anticipated 10-year anniversary for Wilsonart Flooring. This year brings the largest launch of new designs since the inception of the Flooring line. The new collection includes 28 new designs in all product lines: twelve new Classic planks, four new Classic tiles, four new Estate Plus planks and eight new Red Label planks.

The 2006 collection features a few elements that are new to Wilsonart Flooring – such as distressed finishes – and some designs will be available in two widths (a 5” narrow plank or a 7 ¾” wide full board) for increased visual appeal.

New designs for 2006 include:

Classic Collection - Planks

Allerton Hickory (5” full board) - Named for poet Ellen Allerton who penned “My Hickory Tree” in 1894, describing the beauty and significance of the hickory tree in Kansas. Allerton Hickory is brown to reddish-brown, with color-play of green and gold undertones. The result is a balanced, neutral grain combination that makes it an attractive choice for consumers.

Caryan Walnut (5” full board) - Carya was a Greek Goddess loved by Dionysus, who transformed her into a walnut tree when she died as a living monument. In Caryan Walnut, contrast is achieved through the integration of knots while beautiful highlights are captured in lighter tones to add a casual elegance.

Century Walnut (5” full board) - This design was inspired by a sample from a walnut tree that was over 100 years old. Century Walnut represents the historical attributes of rich brown coloring, with green undertones.

Laurel Oak (5” full board) - The ornamental Laurel Oak tree is a familiar sight throughout the South. The straight grain is complemented by its soft, golden hue that has been interpreted in both light and dark tones throughout the design.

Stratford Oak (5” full board) - This design is named for the birthplace of Shakespeare, Stratford-Upon-Avon, also home to groves of large, ancient oak trees. The rich, chocolate brown coloration of Stratford Oak offers design longevity and a connection to nature.

Galveston Pecan (5" full board) - The first recorded pecan tree in history was in the 1540s diary of Spanish explorers ship-wrecked on Galveston Island. Galveston Pecan is a predominantly pale amber-brown design punctuated by dark, pecky streaks, a wavy, irregular grain and small knots throughout.

Remington Oak (5" full board) - Named for Frederic Remington, 1861-1909, painter and sculptor of iconic images of the American West. Remington Oak offers classic Western appeal with short rays and pecks of rich, deep blackened-brown color combined with a few, dark, small knots.

Flinders Acacia (5" full board) - Prominent in North Flinders, Australia, Acacia is a slow growing tree with hard, dense wood. Flinders Acacia features dark, red-brown color with complex color play and random grain structure that varies from straight, open, tight grains to wild, cathedral shapes.

Fiddleback Maple (5" full board) - "Fiddleback" comes from the use of this extraordinarily unusual grain pattern in the manufacture of fine stringed instruments. Spicy green and amber undertones add interest to Fiddleback Maple's medium brown color, giving it flexibility and compatibility.

Lyrice Maple (5" full board) - Brother to Fiddleback Maple in design, Lyrice offers the established success of a light maple tone, and is often used in beautiful guitar tops and violins. Lyrice Maple's light maple tone integrates soft, brown over-tones and yellow highlights for a natural and versatile variation of hue.

Coach House Oak (7 3/4" 2-board blocked design) - Named for 19th century B&B's and coach houses along the Chisholm Trail where travelers would rest themselves and their horses. Coach House Oak features natural deep burls and a blackened brown coloration that lends the "aged" quality that is so popular with today's consumers.

Tavern Oak (7 3/4" full board design) - A Tavern in revolutionary times was an important part of its community, serving as an inn for travelers and a center for local commerce. Tavern Oak carries a mid-range value of complex colors that includes sienna along with subtle accents of brown and gold.

Classic Collection – Tiles:

Mocha Milan (overall tile) - A modern recreation of the romantic look of stone from centuries past, Mocha Milan's weathered surface lends rustic Old World elegance to any home. This design has browns and hints of bronze, emulating the look of tumbled marble, aged and distressed, in a low-sheen gloss.

Sierra Milan (overall tile) - Like its sister Mocha, Sierra Milan lends old world elegance to any home. The warm brown of this design features sienna overtones and white clay accents.

Yellowstone (grouted tile) - A continuation of the Cordoba design, Yellowstone is inspired by stone found in Yellowstone National Park. It is a complex neutral color with integral clay tones of light golden sand and medium value accents in taupe, brown, and sienna.

Tucson (grouted tile) - A rustic, chiseled, stone design inspired by caves in the legend of the Seven Cities of Gold, which stirred the early expeditions of Coronado. Tucson's mid-to dark colors consist of varied tones in the brown family and clay accents that carry a hint of grey.

Estate Plus Collection

Royal Walnut (7 3/4" 2-board blocked design) - In Australia it's called Queensland or Australian Walnut; walnut trees are originally from Persia, where only royalty were allowed to eat its fruit. Royal Walnut features today's trendy blackish brown tones along with distinctive annual rings.

Sparrow Walnut (7 ¾” 2-board blocked design) - The straight to wavy-grain seen in the Sparrow Walnut design gives it a fine, even structure. It consists of narrow, pinkish sapwood and brown heartwood with gray-green and fine blackish streaks.

Natural Anagre (7 ¾” 2-board blocked design) - A very rare, lustrous African wood, not durable enough for flooring, which makes it a great design for HPL! Creamy with a natural luster, the Natural Anagre heartwood consists of yellow-white, pale tan and pink brown hues.

Santao Rosewood (7 ¾” 2-board blocked design) - Found in the Amazon and named for its fragrant rose scented oil, Santao Rosewood is used in stringed instrument fingerboards, and its oil was once a main ingredient in Chanel No. 5. The straight grain is highlighted by large open pores, subtle cathedral graining and a flecked brown to violet-colored heartwood with irregular black streaks.

Red Label Collection

Portland Butternut (5” and 7 ¾” full board - Distressed Texture) - This American Butternut, from the West Coast has a special limed finish that is typically used in handcrafted furniture. Portland Butternut’s beveled edges and heavily glazed and toned appearance reflects a strong design trend that is often categorized as a “rich traditional” look.

Founders Oak (5” and 7 ¾” full board - Distressed Texture) - Founders Oak, a sister to Remington Oak, displays an aged beauty that includes various knots with fissures. It is distinguished by a combination of flake and watery figuring and a leafy grain, giving this design an aged beauty.

El Dorado Wood (5” full board - Distressed Texture) - An American red oak, El Dorado Wood has scattered knots and quartered flake figuring, which captures the rustic nature of the Southwest. This colorful design features deep, rich red browns and glowing highlights with a distressed texture that accentuates its rustic quality and casual imperfection.

Rio Grand Wood (5” full board - Distressed Texture) - A brother to El Dorado Wood, Rio Grand Wood captures a lighter tone of amber with deep brown contrast with its quartered flake figuring and knots. The flake figuring is often referred to as “tiger rays” or “butterflies.”

Dragon Cherry (5” full board) - The dragon is an Asian symbol of happiness, immortality, and procreation. Created from a cherry veneer stained by an Asian designer and aged for half a year, Dragon Cherry offers a very natural look with unique aging characteristics of light and dark areas within its design.

Cherry Blossom (5” full board) – The Japanese have a deep respect and reverence for nature and life; making time for meditation and admiring the cherry blossoms as they fall is expected... if not required. Cherry Blossom takes the natural aged look into a light, neutral tone that was inspired by brown tones.

All Wilsonart Flooring designs deliver the authentic look of wood and stone – along with several advantages. The surface is impervious to sunlight: it won’t fade or suffer surface damage from exposure to the sun’s natural rays. It’s also scratch and dent resistant – so you can actually ‘live’ in your living room without worrying about damaging the floor. Wilsonart Flooring also sparkles when it comes to maintenance. It never needs waxing or refinishing – and routine cleaning is as simple as sweeping or a quick once-over with an electrostatic floor cleaner.

All collections offer a wear, fade, stain and topical moisture residential warranty and use Wilsonart's Tap-N-Lock™ technology. The dual-locking, tongue-and-groove design offers faster, non-angled installation and eliminates "peaking" for a smooth, level finish. All designs utilize four and five color print paper for extreme clarity of design and there are exact match moldings for all colors. The new designs will be available in early 2006 in specialty retailers nationwide. To find a dealer near you, please visit www.wilsonartflooring.com.

Wilsonart Flooring is a leading manufacturer of laminate flooring and is one of the largest manufacturers of high-pressure laminate flooring. For more information on Wilsonart Flooring, visit www.wilsonartflooring.com or call 800-710-8846.

###

(Please call 952.224.2939x19 or email: cigl@axiomcom.com for digital images of product or room scenes.)