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**Wilsonart Flooring Trade Advertising Campaign
Focuses on Points of Differentiation**

TEMPLE, Texas (October 13, 2005) — What began in the spring as a reminder to retailers that it's not **"apples to apples"** when comparing one laminate flooring brand to another has turned into a full-fledged point-of-differentiation campaign for Wilsonart Flooring. Developed by Marketing Alternatives, Inc., a Chicago-based communications firm, the campaign is comprised of a series of six ads, each focused on a very specific message or point of brand differentiation.

Simplicity of design and concise copy that delivers factual performance and purchasing trend information are the hallmarks of each ad in the series. "With each ad, we have tried to remind the retailer of an outstanding difference in quality that only Wilsonart Flooring can claim," states Danica O'Leary, National Marketing and Brand Manager, Wilsonart Flooring. "We're actually arming our retailers with solid information that they can in turn use to speak intelligently with their customers."

The visual appeal comes from the age-old testing technique of "which one of these objects is different." By showing multiple images that are the same with one image that features a similar – yet different – object, the ads pique the readers interest to find out what message the symbolic images represent.

Look for the campaign to play out in trade publications throughout 2006 as Wilsonart Flooring continues to reinforce its loyalty to independents.

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