



FOR IMMEDIATE RELEASE

## **Bliss Comes To Atlanta Home Show**

ATLANTA GA, September 30, 2008 — In a further demonstration of taking the brand to the consumer, Beaulieu brought Bliss to homeowners in the Atlanta area by participating in the Atlanta Home Show at the Cobb Galleria Convention Center. As one of the region's largest and most popular home shows, it attracts 30 – 40,000 each fall and spring.

Bliss was displayed at the *We Teach House* exhibit area, a unique educational concept developed by Stan Garnet of Roswell, Georgia. *We Teach House* is an actual framed-in home that exposes the inner workings and construction and how products of participating sponsors are installed and used. Bliss by Beaulieu was its exclusive floor covering sponsor.

Partnering with Beaulieu was Atlanta Flooring Resource & Design, a 17-year old dealer in Decatur, Georgia, owned by Jeff Nix and Sharon Edwards. Atlanta Flooring Resource & Design recently added Bliss to its offering as it seeks to expand its consumer retail business. Presently, much of its business comes from the professional ranks. Both Atlanta Flooring Resource & Design staff and Bliss associates worked together at the show.

“Our partnership with Atlanta Flooring in an exciting venue like this is a great way manufacturer and retailer can work together for everyone's benefit,” said Patricia Flavin, Senior VP of Marketing for Beaulieu of America. “We want to do more of this kind of opportunity with our retailers!”

As an added enticement to learn more about Bliss by Beaulieu, an entire house of carpet was given away to some lucky visitor registering at the booth.

Also showcasing Bliss by Beaulieu at the event were two additional area dealers: Dalton Flooring Outlet of Norcross, Georgia and Floor Innovations, Inc. also of Norcross.

Bliss by Beaulieu™ is the residential carpet brand designed to appeal to preferences of female consumers in colors, styles, indoor environment, durability and overall shopping experience. Bliss is made by Beaulieu of America, the third largest carpet producer in the world.

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*The nicest carpet in the world.™*



Captions (See separate attachment for JPEG's):



At the Atlanta Home Show: Bliss Healthy Home display at the “We Teach House” exhibit.



At the Atlanta Home Show: Bliss Healthy Home whole house carpet giveaway generated hundreds of entries.



Members of the team at the Atlanta Home Show: Kristina Mascari, Patricia Flavin, Wayne Reed, Amanda O'Neil, David Neidlinger



At the Atlanta Home Show: Kristina Mascari of Beaulieu signs up homeowners for the free carpet drawing.



At the Atlanta Home Show: Jeff Nix of Atlanta Flooring Resource & Design assists homeowners at the Bliss Healthy Home display.



At the Atlanta Home Show: Ralph Boe, President and CEO of Beaulieu of America and Patricia Flavin, Senior VP of Marketing, visit the Bliss display at the Dalton Flooring Outlet booth.