

Contact: Curtis W. Callaway
706.879.4534
curtis.callaway@shawinc.com

Shaw Contract Group to Donate Proceeds to Alzheimer's Association

Colour of Life collection designed specifically for healthcare environments

DALTON, Ga. – March 22, 2007 – Shaw Contract Group, a leader in the corporate and institutional carpet markets, will donate 1% of sales on its Colour of Life Collection to the Alzheimer's Association. With a goal to creating a welcoming environment, Colour of Life is a collection designed specifically for long-term care environments. By encouraging feelings of well-being, Colour of Life makes surroundings feel like home and invokes warm emotions.

“Shaw Contract Group proudly supports the work of the Alzheimer's Association through a donation of 1% of the revenue on Colour of Life, up to \$50,000,” said Mark Taylor, director of healthcare markets. “Our broadloom and tile products for the healthcare market are creating a warm and comforting environment for patients and staff, and Shaw Contract Group applauds the Alzheimer's Association for its research and education efforts.”

According to the Alzheimer's Association's website, its mission is to “eliminate Alzheimer's disease through the advancement of research, provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health.”

The Colour of Life collection is another example of Shaw Contract Group's strong commitment to the healthcare market, according to Jeff West, vice president of marketing. “Presently, Shaw Contract Group offers over 300 product and color combinations targeted specifically at healthcare environments,” said West. “Shaw Contract Group is a strong supporter of the American Academy of Healthcare Interior Designers and other healthcare organizations. Our specialized sales force is trained to help create warm and inviting interior environments for our healthcare clients.”

The Colour of Life collection offers five products for public spaces and six products for resident rooms. Three pattern products are also available and can be produced in custom colors. The public space products feature Eco Solution Q nylon which contains 25% recycled content.

Project profiles of healthcare installations are available at www.shawcontractgroup.com.

About Shaw Contract Group

Shaw Contract Group defines design not only by great appearance, but also performance and sustainability. The result is long-lasting carpet with vibrant colors, distinctive patterns, and



minimal environmental impact. As a division of Shaw Industries, Shaw Contract Group combines the expertise of the world's largest carpet manufacturer with the financial stability of a Berkshire Hathaway subsidiary. Shaw Industries, Inc. is recognized as a "Fast 50" company by *Fast Company* magazine for its environmental leadership and Cradle to Cradle design philosophy.