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Dressed to Kill Receives Best of NeoCon Gold Award

Shaw Contract Group honored for the sixth consecutive year

DALTON, Ga. – June 11, 2007 – The 2007 Best of NeoCon product competition honored Shaw Contract Group with a Gold Award for its *Dressed to Kill* tile collection. Announced at the NeoCon World's Trade Fair in Chicago, the Gold Award represents the sixth consecutive year that Shaw Contract Group has received a Best of NeoCon Award.

The continuation of the *Dressed to Kill* concept has resulted in a new level of sophistication, says Reesie Duncan, creative director for Shaw Contract Group. "The original essence of the collection remains, with fun and energetic colors that give life to a space," Duncan says. "The addition of more tonal colors to the Lux product category creates new layers of opportunity for creative use within a number of unique environments. By adding a broadloom offering with a custom-rug look and feel, we have brought a new level of flexibility to the collection."

Dressed to Kill earned the Gold Award in the modular carpet category. The 2007 Best of NeoCon competition received 375 entries in multiple categories from seating to lighting to carpet. Over Fifty-five interior designers and facilities management professionals participated in the judging process.

The redesigned *Dressed to Kill* from Shaw Contract Group presents collaborative patterns, vivid colors with understated elegance and a flexibility to enhance multiple environments. Twelve tile options create the ability define a space and unify it with its surroundings. Additionally, the collection offers four sophisticated broadloom patterns in custom colors.

Dressed to Kill features both Eco Solution Q[®] fiber and EcoWorx[®] tile backing. Both fiber and backing are fully recyclable in a closed-loop cradle-to-cradle process that turns fiber into fiber and backing into backing. The Evergreen Nylon Recycling Facility will recycle 100 million pounds of post consumer carpet this year, turning it back into new nylon fiber.

Dressed to Kill was designed in collaboration with XLG, a product design studio in Dallas, Texas.

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. For more information, visit www.shawcontractgroup.com.

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