

Contact: Kaycee Allmond
770-607-2430
kaycee.allmond@shawinc.com

**Shaw Contract Group Introduces “Feeling Plush”
New Collection Creates Elegance in Any Space**

DALTON, Ga. — August 2, 2004 — Shaw Contract Group introduces “Feeling Plush,” a carpet collection with broadloom and modular products. Products are characterized by classic styling and texture, rich patterning, and a graceful broadloom and tile connection.

The collection includes the following six products, each available in 12 sophisticated colors:

- **Glitz** (modular): A model of classic elegance and fine texture. The irregular pattern in Glitz was inspired by chenille textiles. Tonal colors create rich, enticing beauty that subtly enhances the elegance of everything around it.
- **Glow** (broadloom): The boldest pattern in the collection. Glow creates attention for any room. Organic and geometric patterns create a subtle luminescence. Tip shear provides a sumptuous texture and plush feel.
- **Lustre** (broadloom): A classic of styling, color and texture. Inspired by the grace of flax and linen. Tip shear creates a luxurious texture that perfectly complements its clean tailored lines.
- **Shimmer** (broadloom): Sumptuous detail and natural softness make Shimmer the cornerstone of Feeling Plush. Shimmer is a tonal, all loop product with an uncomplicated variation in texture that further enhances this classic aesthetic.
- **Radiance** (modular): A sumptuous look inspired by linen. Thick and thin textures give depth to a natural and alluring pattern. Beautiful when installed either quarter-turn, or straight-patterned in a monolithic application.
- **Luminosity** (modular): An ideal balance of color, design and texture. Solid tonal yarn combinations create highly saturated color. Ribbed texture adds dimension to the clean, classic lines.

Constructed of EcoSolution Q nylon and EcoWorx backing on the modular products, Feeling Plush is designed for a true cradle-to-cradle lifecycle. Both materials have been tested by MBDC Protocol for toxicity down to 100 parts per million, ensuring the entire product is safe for human health and the environment. The EcoWorx products are backed with an environmental guarantee, meaning Shaw will pick it up when it is ready to be recycled, at no charge to the customer, and recycle the backing into more EcoWorx.

About Shaw Contract Group

Shaw Contract Group is a commercial carpet division of Shaw Industries. It is the central energy source for the new ideas and innovations for broadloom, performance broadloom, and modular tile. It is the core location where customers can access to everything these brands have to offer. For more information, visit www.shawcontractgroup.com.

About Shaw

Shaw Industries, the world’s largest carpet manufacturer, produces and sells carpet, rugs, ceramic, hardwood and laminate flooring for residential and commercial applications throughout the world.

A subsidiary of Berkshire Hathaway Inc., Shaw is headquartered in Dalton, Ga. The company, with 30,000 employees, manufactures more than 600 million square yards of floor covering annually. For more information about Shaw Industries, visit www.shawfloors.com.

