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SHAW CONTRACT GROUP AWARDED FIFTH CONSECUTIVE “BEST OF NEOCON®” PRODUCT COMPETITION AWARD

“Silk” Collection for Professional Services and Executive Commercial Interior Spaces Continues Winning Tradition With High Style, Color and Texture

CARTERSVILLE, Ga. (August 8, 2006) – For the fifth consecutive year, Shaw Contract Group received honors for superior product design in the “Best of NeoCon” product competition with the highly-styled “Silk” carpet product.

Suited for executive corporate and professional services interiors, “Silk” broadloom offers unmatched styling and a rich saturated color palette. Illustrating that “design is a journey,” Shaw Contract Group designers immersed themselves in the culture of silk by traveling to Thailand where they were able to see first-hand the depth of earthy color tones as well as the unique texturing involved with this precious fabric. The 11-day tour allowed Shaw Contract Group designers a chance to visit many tiny silk weaving villages throughout the country. This experience gave the design team a broad overview and sense of the various types of silk. After taking more than 2,000 photos of various fabrics and colors, designers were able to visualize the culture silk is created from so that it could be woven into the overall aesthetic of the final product.

“Winning the gold award for ‘Silk’ in the broadloom category is a tremendous accomplishment for this product and our design team led by Reesie Duncan,” said John Stephens, vice president of marketing for Shaw Contract Group. “Shaw Contract Group’s commitment to ‘Silk’ truly shows how smart product development can make a significant impact on the marketplace. In addition, winning a ‘Best of NeoCon’ award for the fifth consecutive year proves Shaw Contract Group is a consistently delivering new and innovative products to the marketplace.”

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2—Shaw Contract Group Wins Best of NeoCon Gold

Sixty interior designers and facilities management professionals were assembled in nine teams and reviewed 370 entries for the “Best of NeoCon” product competition. Judging was conducted June 8-June 11. Winners were announced June 12 during a special awards breakfast that marked the unofficial start of NeoCon 2006.

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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