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Shaw Contract Group Presented With Three IDEX/NeoCon Canada Innovation Awards

Collection garners additional awards following Best of NeoCon Gold at NeoCon

DALTON, Ga. – October 3, 2007 – The Dressed to Kill tile and broadloom collection by Shaw Contract Group received additional honors at IDEX/NeoCon Canada in Toronto, Canada’s leading conference for design and management of interior environments. Following its Best of NeoCon Gold Award for tile at NeoCon World’s Trade Fair in Chicago this summer, Shaw Contract Group received awards for superior product innovation and booth design.

Awards received by Shaw Contract Group at IDEX/NeoCon Canada include:

- Silver – broadloom carpet for Dressed to Kill
- Silver – modular carpet for Dressed to Kill
- Silver – booth design, 500+ square feet

“Shaw Contract Group is proud to be recognized for product design on the Dressed to Kill collection,” said John Stephens, vice president of marketing for Shaw Contract Group. “This collection demonstrates intelligent design in its flexibility, in the breadth of modular and broadloom options, and in the collection’s cradle-to-cradle recyclability into new generations of carpet. The market is excited about Dressed to Kill and Shaw Contract Group is honored by this recognition.”

Dressed to Kill broadloom and tile carpet confront the identity of a space, essentially challenging the definition of design as it relates to interior architecture. The collection offers collaborative patterns, vivid colors with understated elegance and a flexibility to enhance multiple environments. Four sophisticated broadloom patterns and twelve tile options create the ability to define a space and unify it with its surroundings.

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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