

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

**Shaw Contract Group Introduces “No Rules”
With No Dye Lot Requirements and No Need For Attic Stock,
“No Rules” is a Carpet Tile Collection Designers Can Say “Yes” To**

DALTON, Ga. — May 7, 2004 -- Shaw Contract Group introduces “No Rules,” a carpet tile collection that can be installed without a predetermined pattern, yielding the ultimate flexibility, both functionally and aesthetically. Advanced tufting technology allows for unlimited pile height, no pattern repeat and unique color gradations. The result is a highly styled collection that can be installed in any configuration with undetectable dye lot blends suitable for a wide range of applications.

“The rules say you have to put your carpet down in a predetermined pattern—we say forget that,” says Brenda Knowles, VP Marketing, Shaw Contract Group. “You can put ‘No Rules’ down in any configuration you want and it still looks great.”

Different contrast levels and amounts of color density create a unique pattern in the “No Rules” products. Colors are layered on shapes to create new colors and forms. Each of the four products in the collection is available in 16 colorways, with five colorways offered as quick ship options. Products include:

- Shadow Play: large scale geometric with woven pattern elements in tonal colorations
- Color Play: large scale geometric with multi-color woven pattern elements
- Blox: Blox: large scale geometric with floating pattern elements in tonal colorations
- Kinetic: organic pattern created by variations in texture, from simple to complex

Blox and Shadow Play use 100% Eco Solution Q solution dyed nylon to create complex pattern layering, while Color Play and Kinetic utilize multi-colors yarns to create a unique, visual texture.

In addition to offering beautiful design with texture and depth, “No Rules” saves time and money. Distinctive color patterning, layered patterning and smart gradations allow for blending dye lots undetectably, so there is no need to use capital expense to purchase attic stock. Product can be purchased as needed for remodels, build-outs or selective replacement. Installation is quick, easy and keeps waste to a minimum.



“The unique design combined with the performance and cost saving benefits of ‘No Rules’ make it a best bet for anyone looking for a good short and long term investment,” said Knowles. “We see this in a variety of applications, especially those that may grow or change over time.”

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. Shaw’s commercial carpet brands include Shaw Contract Group, Patcraft and Designweave.

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.

