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**Shaw Contract Group Wins Best of NeoCon Gold and Best of NeoCon Silver for  
“L7,” Designed in Collaboration with Bruce Mau Design**

**DALTON, Ga. – June 24, 2005 --** Shaw Contract Group won two Best of NeoCon Awards for its L7 Collection at the NeoCon World’s Trade Fair, the contract furnishings industry’s premier event and North America’s largest conference and exhibition for interior design and facilities management. Awards include a Gold award for L7 tile products and a Silver award for L7 broadloom products. Shaw Contract Group was the only carpet manufacturer to receive two awards for a single collection.

L7 was designed in collaboration with Bruce Mau Design and brings color to carpet in a whole new way. By juxtaposing a wide range of hues within a limited palette, the products achieve a color depth never before seen in contract carpet.

“The world is so beautiful and complex in its richness of color. Our goal was to find a way to capture that in carpet tile and broadloom,” said Bruce Mau, Principal of Bruce Mau Design. “We challenged Shaw Contract Group to think outside the gamut and develop new ways of manufacturing and packaging carpet that would yield a greater wealth of color and produce a new product unique to the marketplace.”

“L7” features two broadloom products and four tile products, all available in seven rich colors, with the exception of 0square, which is available in twelve colors. Products include:

- **0square:** Broadloom product that offers a modern take on a classic texture.
- **2square:** Tile product with randomly placed two-inch squares, some within the same color family and others in a bright accent color. Product features multi color and multi texture dimensions.
- **3square:** Broadloom product featuring a usable mid-scale pattern, which clearly represents the pixel concept.
- **4square:** Tile product with randomly placed four-inch squares within the same color family.
- **12square:** Tile product with an offset twelve-inch square with the same color family.
- **24square:** Tile product featuring twelve hues of a single color, represented through various textures and pile heights. Unique in that each box features twelve tiles, each with a different color.

In addition to product flexibility and depth of color, “L7” offers the environmental benefits inherent in carpet constructed of Eco Solution Q® fiber and EcoWorx® tile backing. As cradle to cradle products, Eco Solution Q fiber and EcoWorx backing follow the regenerative life cycle of nature, so all the materials can be used, again and again, forever. EcoWorx is the only carpet tile backed with an environmental guarantee stating that when the user is ready to replace Ecoworx tile they only have to call the 800# that is on the back of each tile and Shaw will pick up the material at end of life, free of charge, and recycle it into more EcoWorx.