



**ABOUT
HGTV HOME
FLOORING BY
SHAW**

Shaw Floors has a history of partnering with brands that speak directly to consumers interested in home decorating and remodeling, and the company is excited to announce its newest partnership with one of the most influential names in home improvement—HGTV.

Shaw's collaboration with HGTV has resulted in the launch of a new flooring collection that is sure to resonate with homeowners—HGTV HOME Flooring by Shaw. The line, which consists of carpet, area rug, hardwood and laminate styles, is part of the overarching HGTV HOME brand, a complete assortment of branded home products that will include such items as furniture, lighting, paint and cabinetry.

The HGTV HOME Flooring by Shaw program grew out of Shaw's existing relationship with HGTV, including its sponsorship of the HGTV Green Home from 2008 through 2011. With 98 million loyal viewers, HGTV provides its audience with expert opinions from notable interior designers, contractors and other home professionals. HGTV fans trust these experts to provide them with the knowledge they need to successfully complete their home renovation projects.

As a partner of HGTV, Shaw will serve as the network's in-store flooring expert, offering consumers the following:

- A simplified shopping experience—HGTV HOME Flooring by Shaw features an assortment of key flooring styles, making the selection process easier
- Flooring facts and advice to educate consumers about the flooring styles they are considering
- Take-home samples to confirm that a desired flooring style will coordinate with a home's existing décor
- Sleek displays that reflect the casual yet sophisticated lifestyle of HGTV viewers
- Eco-friendly options in all four flooring categories
- Flooring products that are made in the U.S.A.

Over the years, HGTV's easygoing, attainable nature has inspired millions of consumers to envision their dream homes. Beginning in 2011, HGTV HOME Flooring by Shaw will help these design enthusiasts turn their dreams into reality.

