



CONTACT:
Leah Gross-Harmon
Story Dept.
626-296-3322
leah@storydept.net

WFCA Poised to Reach Millions of Households Across U.S. With Flooring Awareness Campaign

World Floor Covering Association Teams Up With The Learning Channel's "Designing Spaces" to Educate Consumers About Eco-Friendly Flooring

Anaheim, CA – August 25, 2008 – In an unprecedented move, the World Floor Covering Association (WFCA) has partnered with another one of the country's leading media powerhouses. The arrangement with Discovery Communications consists of an eight-minute segment dedicated to eco-friendly flooring to be broadcast on The Learning Channel's (TLC's) *Designing Spaces* cable program.

With a reach of over 96-million households across the U.S., Discovery Communications is the leading global real-world media and entertainment company. TLC, one of the 15 most widely distributed cable networks in the U.S., consists of popular programming genres, including lifestyle, fashion, real estate, makeovers, babies, weddings, families and relationships — all targeting adults 18-49, particularly women.

Designing Spaces is a half-hour television series that has been on air for over six years. Each episode explores exciting ideas, from flea market finds to fine fashion furnishings. Viewers learn how to achieve their fantasy style with advice from renowned leaders in the design, hardware, architecture, housewares and real estate industries.

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For the WFCA segment, which will be hosted by design expert and *Creating Your Space* executive, Kerry Davis, member manufacturers from across the flooring spectrum were given opportunities for national exposure. Everyone from cork companies to green carpet mills were called upon to provide product samples, images and information to help illustrate and support the piece.

In the segment, Kerry defines the specifics of green flooring, what makes a product eco-friendly, the environmental “footprint” a product leaves from the time and place it is sourced to installation, as well as representative green products from every flooring category, among other topics.

The segment, which taped just outside of Los Angeles in late June, is slated to debut nationally on September 5th on the WE Channel at 8:30AM and again on September 6th on TLC at 8:00AM. The show has been deemed a tremendous success by show producers and executives alike and is expected to run throughout the remainder of the year and into 2009. In total, the segment is expected to be broadcast dozens of times and reach nearly 4,000,000 target consumers.

“Discovery Communications is a broadcast industry leader with unparalleled audience reach across the globe,” said D. Christopher Davis, President and Chief Executive Officer of the World Floor Covering Association. “*Designing Spaces* has been a fixture on Discovery’s The Learning Channel for years and it has one of the strongest track records in home improvement programming history. As far as we’re concerned, we’ve successfully married the very best in home show broadcast with our own tremendously talented Kerry Davis to bring consumers across the country high quality, informative programming about flooring, plus alert consumers about our www.wfca.org web site as the unbiased source for flooring information. We’re certain that audiences will embrace Kerry and the program.”

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About WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces trade show, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, www.wfca.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit www.wfca.org and www.wfca-pro.org.

About Creating Your Space (CYS)

Creating Your Space (CYS) is a jointly owned company of Bridgeway Interactive and the World Floor Covering Association (WFCA). The venture was formed to generate and provide high value web-based high technology marketing tools and solutions for the floor covering industry. CYS is headquartered in Sausalito, CA. For detailed information visit www.creatingyourspace.com.

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