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WORLD FLOOR COVERING ASSOCIATION
WRAPS NATIONAL ROAD SHOW
PROMOTING NEW FLOOR PRODUCTS AND TECHNOLOGIES
WITH CONSUMER MEDIA OUTLETS

WFCA-Sponsored Tours Slated to Reach Millions

Anaheim, CA – October 10, 2013 – Scott Humphrey, Chief Executive Officer of the World Floor Covering Association (WFCA), announced today the completion of another successful national consumer media tour. Humphrey and other WFCA executives traveled to the media capitals of New York, Des Moines and Birmingham this spring and summer. They met with 55 editors and writers from over 50 of the top nationally distributed home and shelter magazines.

The tour kicked off in New York — home to the country's largest concentration of consumer home and shelter magazines. The three-day NYC leg, which took place April 30th through May 2nd, included stops at *Oprah Magazine*, *Interior Design*, *Woman's Day*, *Good Housekeeping*, *Elle Décor*, *Popular Mechanics*, *HGTV Magazine*, *Veranda*, *Traditional Home*, *This Old House*, *House Beautiful*, *Parents*, and others.

Press reception to the products in New York was tremendous with non-stop, one-on-one desk-side meetings filling each day. Writers and editors from books spanning the home spectrum of 'high-end designer' to 'do-it-yourself home makeovers' expressed great enthusiasm to learn and hear about what is new and exciting in the world of flooring. Products ranging from reclaimed Brazilian hardwood mosaic floors to luxurious mohair shags and weaves made the line-up.

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The second leg of the tour took place on August 7th in Birmingham, home to Time, Inc.'s *Southern Living* and *Coastal Living* magazines. WFCA catered a sit down lunch in the publisher's boardroom, where nine editors working on all sectors of the two books listened and took notes as 28 products from every category of flooring were discussed.

On August 28th the WFCA embarked on the last leg of the national media tour in Des Moines, home to Meredith Corporation's family of magazines. Fifteen editors, writers, online contributors and photographers joined the WFCA presentation that took place within one of the company's boardrooms. Attendees enjoyed a WFCA catered lunch while listening to informative discussions and hands-on presentations of each new flooring product. Represented magazines included *Better Homes & Gardens*, *BHG.com*, *Traditional Home*, *BH&G Real-Life Kitchens & Baths*, *Midwest Living*, *BHG Kitchen & Bath Ideas*, *BHG Remodel*, *BHG Remodel Magazine*, *Meredith Publications (BHG Book Series)* and *BHG Home Design Group*, among others.

Editors in every market visited made clear how much they look forward to the WFCA road show tours and how much they appreciate the association's efforts to keep them informed about the latest trends and new presentations in flooring.

"Through these tours the WFCA is granted access to some of the most influential consumer media in the country," said Humphrey. "The press that we meet with communicate with, advise and touch millions upon millions of consumers everywhere. Our presentations provide an opportunity unlike any other to showcase dedication to quality and never-ending creativity of our flooring industry, as well as our commitment to our customers." Humphrey, Tom Jennings, Vice President, Member Services and Leah Gross-Harmon, Principal of Story Dept. — the WFCA's public agency of record, conducted the media tours.

About WFCA

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

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The WFCA is a recognized leader in marketing research and industry programs, and operates the premier consumer flooring website, WFCA.org, which provides unbiased information about every type of floor covering and connects customers to members retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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