



CONTACT:

Leah Gross-Harmon
Story Dept.
626.296.3322
leah@storydept.net

**In Hollywood It's the Oscars,
Broadway Has the Tonys,
TV - the Emmys
Only the Flooring Industry Has The Gold Standard!**

***World Floor Covering Association Is Looking for
the Next 'Shining Star'***

September 27, 2011 - Anaheim, CA – D. Christopher Davis, President and Chief Executive Officer of the World Floor Covering Association (WFCA) announced today that entries for the coveted annual Gold Standard Award are now being accepted.

The winner of the award will receive: a \$5,000.00 check, a Gold Standard Trophy, press recognition and a customized WFCA seal for their store entrance.

The competition, in its fourth year, recognizes one exemplary flooring retailer that has demonstrated the standards of a WFCA member and has created an outstanding customer experience. To receive the award, companies are reviewed and judged based on:

- Knowledge – ensuring a knowledgeable management and staff who work to remain actively informed on the industry;
- Customer Service – providing courteous service and offering customers help throughout the purchase and after-purchase process;

-MORE-

Page 2

- Quality of Store Image – a clean, professional, well maintained store must be presented at all times;
- Code of Conduct — the facility must adhere to the WFCA Code of Conduct.

In addition, companies must also be a member of the WFCA, have been in business for at least 3 years and have a clean Better Business Bureau report.

To enter, applicants must complete the submission form and present multimedia marketing materials and other collateral all of which will be factored into the review process. The deadline cutoff for submissions is December 31, 2011. Companies interested in entering or nominating an entrant for the 2012 Gold Standard Award can visit wfca-pro.org or call 800-624-6880 for more details. NOTE: All entry material will be treated with complete confidentiality and will be reviewed only the judging panel.

The award winner will be announced at Surfaces 2012 in Las Vegas, NV.

The World Floor Covering Association, official sponsor of Surfaces™, is the floor covering industry's largest advocacy organization representing flooring 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 — 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 wfca.org and wfca-pro.org.

###