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World Floor Covering Association
In Top Five Percent of Organizations Honored for
Their Consumer Media Awareness Program
– Trophy Awarded

North American Precis Syndicate, Inc. Rewards WFCA for Fifth Year for Outstanding Media Coverage in Thousands of National and Local Consumer Publications Across the Country

Anaheim, CA – November 28, 2012 – The World Floor Covering Association (WFCA) today received the distinguished Golden Thinker Award from North American Precis Syndicate, Inc. (NAPS.) The esteemed honor is presented to a very small percentage of companies each year whose content for editorial placement is the most highly sought by press across the country.

The award, based solely on press usage and pick-up, received extraordinarily high placement and volume according to sources at NAPS. Only stories that receive over 800 hits are eligible for this award. WFCA's articles were picked up nearly 900 times by newspapers including: The Wall Street Journal, The Chicago Tribune, San Francisco Examiner, The Los Angeles Times and USA Today. As noted by NAPS, 71% of the coverage generated by WFCA's award winning article was picked up by media outlets in the top 50 markets! To date, stories WFCA has run with NAPS have been viewed by tens of millions of consumers in both large and small markets across the country.

This is the fifth such award the WFCA has received from NAPS.

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About WFCA

The WFCA, official sponsor of Surfaces, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The association 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.

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