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**World Floor Covering Association
Consumer Relations Program Receives an
Unprecedented Seventh Trophy Recognizing
Most Media Placements**

WFCA's Flooring Articles and Stories Receive Highest Ranks for Media Pick-Up and Coverage in Thousands of National and Local Print and Online Media Outlets Across the Country

Anaheim, CA — January 14, 2014 - The World Floor Covering Association (WFCA) today announced that they have been awarded the distinguished Golden Thinker Award from North American Precis Syndicate, Inc. (NAPS) for the success of their consumer public relations program. The award recognizes exceptional editorial placement and is presented only to a fractional number of companies – one quarter of 1% to be exact - across the country each year.

According to sources at NAPS, the WFCA program received extraordinarily high placement volume with 2,880 placements — at last count — from press outlets in the top 50+ markets. It was also noted that coverage was secured in multiple outlets in every state across the country. Typical releases generate 100 or so placements while over 400 is considered a tremendous feat. The WFCA's winning stories, developed by their public relations agency-of-record, Story Dept., overtook serious competition for the coveted award beating the majority of Fortune 500 companies, nearly all of the largest 100 national advertisers, all of the 20 largest PR firms, and over 100 other associations and government agencies.

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Only stories that receive over 800 hits are eligible for the award. WFCA's articles were picked up by some of the largest media outlets in the U.S., including: The Miami Herald, USA Today, The Los Angeles Times, and The New York Times. To date, over 100,000,000 consumers in both large and small markets nationwide have viewed WFCA articles.

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.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. On the consumer end, in addition to an ongoing consumer focused flooring awareness public relations program, it operates the highly successful and award-winning 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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