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World Floor Covering Association
Wins National Recognition for
Consumer Awareness Campaign

***Editors Across the Country Embrace
Innovative Program***

Anaheim, CA – March 18, 2009 – 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 only to a select few companies each year whose content for editorial placement is the most highly sought by press across the country.

WFCA's editorial program with NAPS has achieved extraordinarily high pick-up and volume in newspapers nationwide. To date, stories WFCA has run with NAPS have been viewed by tens of millions of consumers in both large and small markets.

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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