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**World Floor Covering Association**  
**Among Elite Group Recognized for**  
**Consumer Awareness Program**  
**– Trophy Awarded**

***WFCA Media and Press Announcements Run in Thousands of  
National and Local Publications Across the Country***

**Anaheim, CA** – November 8, 2011 – 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.

The award, based solely on press usage and pick-up, received extraordinarily high placement volume according to sources at NAPS. Only stories that receive over 800 hits are eligible for this award. WFCA's articles were picked up over 1,600 times by newspapers including: The Wall Street Journal, The Washington Times, The Los Angeles Times and USA Today. To date, stories WFCA has run with NAPS have been viewed by tens of millions of consumers in both large and small markets.

This is the fourth 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](http://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](http://WFCA.org) and [WFCA-PRO.org](http://WFCA-PRO.org).

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