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**STANTON AND NOURISON WIN WOOLS OF NEW ZEALAND'S
FASHION DYNAMICS COMPETITION**

ATLANTA, GA, February 5, 2005—The winter Nor'easter that hit before Surfaces didn't prevent attendees from making Surfaces 2005 a success. Wools of New Zealand's Brand area was filled with retailers anxious to see innovative, high-end products. Exhibiting partners responded with an extraordinary array of introductions loaded with color, pattern and texture.

Retailers also flocked to Wools of New Zealand's booth wanting to participate in Wools New Zealand's annual *Fashion Dynamics* competition. The contest, which awards the creativity of Wools of New Zealand's Brand partners by allowing retailers to vote on their favorite products, was a roaring success with more than 500 retailers casting votes for *Best Overall New Product* and *Best Color Line*. In exchange for their votes, participants received a green-colored collectible sheep tagged with Wools of New Zealand's environmental theme: "*Wool Runs on Grass*".

Judging took place over a two-day period with votes tallied on the eve of the second day and awards presented to the first- and second-place winners. The top two winners in each category were:

Best Overall New Product:

- 1) *Alexander* by Stanton Carpet
- 2) *Chelsea* by Unique Carpets, Ltd.

Best Color Line:

- 1) *Luxe Dimensions* by Nourison
- 2) *Twin Twist* by Tisca Tiara

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“Interest in patterned wools was phenomenal this year,” explains Jonathan Cohen, Executive Vice President of Stanton Carpets. “We are especially excited about *Alexander*, a new addition to our *Royal Sovereign* Collection. Retailers were impressed with its design, color and coordinating options, making it one of our top-selling introductions. We are grateful to Wools of New Zealand for generating interest in *Alexander* through its Fashion Dynamics competition and appreciate retailers votes for *Best Overall New Product*.”

“We are extremely pleased with the growth of our broadloom line,” explains Alex Peykar, principal of Nourison. “Our extensive background in handmade rugs gave us a running start, allowing our creative team to approach this category in new and exciting ways. We always strive to bring something different to the market and are encouraged by retailer’s favorable reaction to our introductions.”

Wes Connelly, North American area manager for Wool Interiors, regards Surfaces as the most important event in the U.S. floor covering industry. “Our Brand partners depend on us to make sure the wool area stands out at Surfaces and appreciate the benefits our efforts afford. Promotions, such as our *Fashion Dynamics* competition, add to the excitement of the area while generating interest in Wools of New Zealand Brand products that translate into profits for our partners.”

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Photo Captions:

1) *Alexander is a Wools of New Zealand Brand introduction from Stanton's Royal Sovereign Collection.*

2) *Luxe Dimensions by Nourison carries the Wools of New Zealand Brand.*