



**FOR IMMEDIATE RELEASE**

**Contact:** Elise Demboski

770-649-4699 / [elise@impressionsmarketing.net](mailto:elise@impressionsmarketing.net)

**NEAL COOPER JOINS UNIQUE CARPETS, LTD.**

**RIVERSIDE, CA, December 16, 2005**—Neal Cooper has been appointed Director of Merchandising and Promotion for Unique Carpets, Ltd.—a rapidly growing manufacturer and importer of high-end floorcoverings. In this newly created position, Cooper will be involved in all aspects of promoting Unique’s full line of carpets and rugs.

Cooper has more than 25 years of experience in the floorcovering industry. Prior to Unique, he was Vice President of Residential Sales for Prince Street House and Home; however, most of his career was spent with Fabrica. He was first hired as a sales representative and advanced to sales manager before being promoted to Director of Marketing, a position he held for 13 years.

“Neal is extremely talented,” says Bill Graves, president of Unique Carpets, Ltd. “His marketing experience and knowledge will benefit our company as well as our customers, who are some of the finest design supply houses, retail firms, furniture stores, and design firms in the country. With Neal’s expertise, and the talents of our outstanding staff, 2006 is sure to be another record-breaking year for Unique Carpets, Ltd.”

Unique Carpets, Ltd. is a longstanding Brand Partner of **Wools of New Zealand**. Since 1985, the company has served the high-end floorcovering market with an exotic mix of manufactured and imported products in wool, sisal and synthetic fibers.

###

**Photo Caption:**

*Neal Cooper has been appointed Director of Merchandising and Promotion for Unique Carpets, Ltd.*

*Unique Carpets & Rugs, Ltd.  
7360 Jurupa Ave.  
Riverside, CA 92504  
800-547-8266  
[www.uniquecarpetsltd.com](http://www.uniquecarpetsltd.com)*

*Wools of New Zealand  
242 Foothills Parkway  
Suite 246  
Marble Hills, GA 30148  
800-367-0462  
[www.woolcarpet.com](http://www.woolcarpet.com)*