

**World Floor Covering Association launches new consumer education website**  
*Website will link web surfers with WFCA member retailers*

**ANAHEIM, CA – September 14, 2006** – The World Floor Covering Association (WFCA) announced today the launch of a new Internet resource for consumers in the market for floor covering. The Association’s website, located at [www.wfca.org](http://www.wfca.org), offers consumers in-depth information about all types of floor covering on the market today in an effort to ensure consumers have the knowledge to make the best floor covering purchase decisions for the way they live.

The new website includes a variety of interactive tools to help make the exploration of interior design styles fun and engaging. The site’s Virtual Room Designer allows visitors to experiment with the complete range of flooring materials and color schemes in a variety of sample rooms. Unlike other existing Internet resources, [www.wfca.org](http://www.wfca.org) contains a powerful dealer locator that connects consumers with WFCA retailer members, who all subscribe to the Association’s code of conduct, and who are recognized for their high level of professionalism and customer service.

“We know the number one barrier to sale is the consumer’s lack of confidence in a retailer. Our research has shown buyers are fearful of making a mistake because they don’t know enough about the product or how to find a qualified retailer”, said D. Christopher Davis, President and CEO of the WFCA. “For the first time, consumers looking for information about floor covering on the web can visit our site, obtain the information they need from an unbiased source, and then select a retailer they can trust.”

“This is an exciting new member benefit for the WFCA”, said Robert A. Hill, Chairman of the WFCA. “We are in a unique position to build a digital gateway to connect consumers searching the Internet to the Association’s retailer community. This functionality will result in the generation of new qualified leads for each of the retailers listed on the site. That’s a benefit that means more business for all of our members.”

To help promote [www.wfca.org](http://www.wfca.org) to consumers, the WFCA has entered into a partnership with Rebecca Cole, a nationally recognized interior designer, frequent contributor to NBC-TV’s *Today Show*, and host of the Discovery Channel’s *Surprise by Design*. Rebecca will be featured on the Association’s new website, and will share her wealth of design experience with visitors to the site.

“The WFCA is pleased to add Rebecca Cole to the team. Rebecca has a track record of transforming people’s lives through her personal approach to design, and we

know she will be able to instill confidence in visitors to our site, enabling them to make the best flooring decisions for the way they live”, said Davis.

“The WFCA and I share the belief that great design starts with the floor”, said Rebecca Cole. “I am excited about this opportunity to reach consumers through the web, and give them the help they need to achieve great design that fits their lifestyle”.

*Interviews with Rebecca Cole available upon request*

*[www.wfca.org](http://www.wfca.org) FAQ and Rebecca Cole’s Resume attached*

The World Floor Covering Association (WFCA) is the floor covering industry’s largest advocacy organization representing specialty floor covering retailers, manufacturers and distributors around the globe. We provide our members and industry partners leadership and resources that will raise the level of professionalism, increase industry profitability and enhance consumer satisfaction. Our ongoing activities include legislative advocacy, issues analysis, consumer marketing research, certification of industry professionals and promotional efforts to expand the floor covering marketplace. For more information about the WFCA or its members please email us at [info@wfca.org](mailto:info@wfca.org).

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Q: **What is [www.WFCA.org](http://www.WFCA.org)?**

A: *The World Floor Covering Association (WFCA) has launched [www.wfca.org](http://www.wfca.org), the industry's premier consumer advocacy website designed to provide web visitors the tools, resources and information to make certain their floor covering shopping experience is successful and satisfactory. Through this site visitors will have access to WFCA member retailers who are dedicated to providing consumers the information, service and support needed to ensure a successful floor covering purchase experience.*

Q: **Why is this new website important to consumers?**

A: *Through our site, consumers will have access to floor covering information on a variety of topics. Unlike manufacturer websites that have a vested interest in promoting their own brand, the WFCA is in a unique position to offer truly unbiased advice. In addition, our site allows consumers to find qualified floor covering retailers in their area simply by typing in a ZIP code and accessing a database of WFCA retailer members.*

Q: **Why is this new website important to floor covering retailers?**

A: *Today, nearly 4 out of 10 consumers in the market for floor covering search the Internet for information before visiting a retail location -- this number is sure to increase in the near future. To capitalize on this emerging trend, we have built a digital gateway to connect consumers searching the Internet to the Association's retailer community. This functionality will result in the generation of new qualified leads for each of the retailers listed on the site.*

***Floor covering retailers will have an opportunity to take advantage of this powerful retailer database at least for the first year simply by being a member of WFCA.*** Consumers searching for a retailer through the WFCA consumer website will find a listing of WFCA members in their market area. The Association will promote the new website to consumer and trade media to create broad awareness of this new consumer resource.

According to the Floor Covering Consumer Credit Association (FCCCA), the average ticket sale through its credit program in 2005 was \$2,636. A single incremental sale resulting from a lead generated through the WFCA website covers the cost of membership in the WFCA.

Q: **What is unique about the WFCA's approach to creating a consumer information website?**

A: *The WFCA has a longstanding commitment to ongoing consumer research. We have found two significant barriers that keep consumers from purchasing floor covering are 1) not enough information about the products, and 2) a lack of trust in the retailer. With this in mind, we created a comprehensive resource that teaches consumers everything they need to know about how to purchase floor covering for their home, and connects them with retailers they can trust – members of the WFCA who subscribe to a code of ethics clearly posted on the site.*

Q: **How will the WFCA promote this campaign to consumers?**

A: *To help promote [www.wfca.org](http://www.wfca.org) to consumers, the WFCA has entered into a partnership with Rebecca Cole, a nationally recognized interior designer, frequent contributor to NBC-TV's Today Show, and host of the Discovery Channel's Surprise by Design. Rebecca will be featured on the Association's new website, and will share her wealth of design experience with visitors to the site. Rebecca Cole will promote the website through:*

- *Appearances on major television shows (Oprah, Good Morning America, The Today Show)*
- *Interviews with Women's/shelter magazines*
- *Placements in major market daily newspapers*

Q: **How can I learn more about the WFCA and the new consumer website?**

A: *For more information please contact:*

*D. Christopher Davis*  
*President and CEO*  
*World Floor Covering Association*  
*(800) 624-6880*  
[cdavis@wfca.org](mailto:cdavis@wfca.org)

## Rebecca Cole's Biography

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Rebecca Cole is “One of the country’s top designers” according to Oprah. E! says, she’s “a designer with boundless energy and limitless imagination” and the *New York Post* coined her “Garden Goddess.” Rebecca has hosted Discovery Channel’s *Surprise by Design* since its inception in 2002. She contributed to the *Today* show for six years running, and has appeared on scores of television and radio shows including, *Oprah*, *The View*, CNN, *BBC World News* and *The Tony Danza Show*. Her career, business and home have been profiled in over 300 national and international publications as diverse as *Architectural Digest*, *Forbes*, *Budget Living*, *Martha Stewart Living*, *Us Magazine*, *Hanajikan Japan*, *Metropolitan Home*, *Woman’s Day*, *Travel and Leisure*, *Air France*, *Good Housekeeping*, *Country Living*, *The New Yorker* and *Greek Maison*.

Rebecca began her design business twelve years ago at first concentrating on garden and floral design. Two years later, one book under her belt, she branched out into interior design and opened a store containing all three passions called Potted Gardens. Television appearances, magazines and more books followed. Rebecca has authored three books *Potted Gardens*, which won the Quill and Trowel Award, *Paradise Found: Gardening in Unlikely Spaces* and *Flower Power* and has created numerous gift products including cards, calendars and notebooks. Rebecca is currently designing furniture and home accessories that will come out next year. A new book and new show will follow.

*For more information about Rebecca Cole, please call (212) 216-9492.*

