

FOR IMMEDIATE RELEASE
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ANNOUNCING THE WINNERS OF FORTUNE CONTRACT'S YARDS TO MILES COMPETITION

Showroom 11-35, Neocon 2007 – Fortune Contract announced the winners of their Yards to Miles design competition at a press breakfast at Neocon. Judged among a field of outstanding entries, three projects were honored for their use of Fortune carpet products to compliment the design of some fabulous interiors.

“We were amazed at the caliber of entries in our first year of Fortune’s Yards to Miles design competition,” stated Judith Ingalls, vice president of style and design. “They raised the bar on the integration of Fortune products to create truly inspirational spaces.”

The project team of Drew White, AIA, principal; John Albrecht, project architect; and Nikki Sutton, ASID, interior designer, all of AXIS Architecture + Interiors in Indianapolis, Ind., took top honors for the design of Exact Target Corporate Headquarters, a thriving software company located in Indianapolis, Ind. Fortune Contract’s Stripe Tease was the perfect carpet selection for this design project. The complicated combination of colors and seemingly random color placement in Stripe Tease added a playful air to a great design. The project utilized a naturally dynamic palette of materials that evolved from exposing portions of the buildings original architectural features such as fluted concrete ceilings. Sharply angled walls and a tight, linear pattern carpet juxtaposed the existing buildings texture.

Fortune also recognized two regional winners in the Yards to Miles competition for utilizing Fortune products in their design. The regional winners are:

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West Coast Regional Winner

David Ebert, design principal; David Peebles, production principal; and Carolyn Polinski, project manager, all of Fee Munson Ebert, San Francisco, Calif., won for the use of Fortune Contract's, Big Forecast, in the project renovation of Baker McKenzie in San Francisco, Calif.

East Coast Regional Winner

Michael E. Hickok, AIA, principal in charge and the design team of Sean P. Wayne, AIA; Ann C. McCall, IIDA LEED AP; and Jason Wright, LEED AP; all of Hickok Cole Architects, Washington, D.C., won for the use of Fortune Contract's, Rhythm, in the headquarters of the Jack Kent Cooke Foundation in Lansdowne, Va.

The national winner of the Yards to Miles competition will receive an American Express Travel Gift Card, the Yards to Miles crystal sculpture and a trip to Chicago to be recognized at Fortune's press breakfast in their showroom at Neocon. Regional winners will receive an American Express Travel Gift Card and the Yards to Miles crystal sculpture. Yards to Miles winners will be featured in Fortune publicity and on the Fortune website.

For information on how to be a winner in the 2008 Yards to Miles competition, visit Fortune online at www.fortunecontract.com.

Fortune Contract is a premium manufacturer of high-end commercial carpet in the United States. Known for its visibly different approach to commercial carpet, Fortune partners its top quality design with attentive customer service and focus on quality to offer the best in products and services. Fortune Contract is dedicated to the progress of sustainability, committing to responsible and environmentally safe materials and production practices. Fortune is headquartered in Dalton, Ga., in a state-of-the-art design and manufacturing facility. For more information on Fortune Contract, Inc., or its products, visit Fortune online at www.fortunecontract.com.

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