

Press Release



**Formica
Flooring**

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Formica Flooring Promotes Matt Kitchen *Accessory product manager to focus on market share growth*

Barnwell, South Carolina, April 12, 2007 – Formica Flooring announces that Matt Kitchen has been promoted to accessory product manager. Kitchen, who has been with Kronotex for over two years, will be responsible for all phases of the accessories market, including transitions, underlayment, cleaning and installation kits.

“Matt’s previous hard work and dedication to the company have earned him this well deserved opportunity,” said Ken Peden, Kronotex USA COO. “He has the knowledge and drive to significantly increase Formica Flooring’s market share in the accessory business.”

Kitchen will spend several weeks traveling throughout the country with Formica Flooring regional managers to focus on growth opportunities within individual markets.

“Because the use of Formica Flooring accessories is required to validate residential product warranties, concentration in this area of business is critical to the long-term benefit of our customers,” said Peden.

Kitchen will be working out of Formica Flooring headquarters in Barnwell, SC and can be reached at (803) 259-2701 ext. 21 or mkitchen@kronotexusa.com.

Kronotex is the exclusive licensee in North America for Formica® brand laminate flooring. Kronotex U.S.A., Inc., a wholly owned subsidiary of KronoGroup Switzerland, is one of the largest laminate flooring manufacturers in the world. As an integral part of the company’s worldwide strategy, Kronotex has recently constructed a modernized manufacturing facility in Barnwell, S.C. For more information on Formica Flooring, visit www.formicaflooring.com.

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