

Press Release



**Formica
Flooring**

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William M. Bird Company to Distribute Formica Flooring *Charleston, SC distributor will handle products in the Southeastern US*

Barnwell, South Carolina, November 1, 2006 – Formica Flooring has entered into an agreement with William M. Bird and Company, Inc., of Charleston, SC in which William M. Bird will handle distribution of laminate flooring in the Southeastern United States.

"We are committed to building the best distribution network in the laminate industry," said Ken Peden, Kronotex USA Executive Vice President. "The addition of William M. Bird, with its powerful presence throughout the region, enhances our ability to dominate the market in the Southeast."

"We are extremely excited about the launch of Formica Flooring, whose product line will continue to differentiate us in the marketplace," said Todd Thomas, William M. Bird's Vice President of Sales. "We are committed to providing the products our customers want, and our partnership with Formica Flooring further enhances our ability to deliver on that commitment."

William M. Bird is a 141-year-old floor covering distributor who sells products to independent remodel and replacement retailers, as well as commercial and residential sub-contractors within a seven state area. William M. Bird is the largest distributor in the Southeast, and the 5th largest distributor in the United States.

To contact William M. Bird and Company, call (800) 852-9432 or visit www.wmbird.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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