

InterfaceFLOR®

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InterfaceFLOR launches Memphis styles and AxTile Too™ Bold new offering inspired by Memphis Design Movement along with a range of hospitality products to premiere at HD Expo in Las Vegas, May, 2010

LaGrange, GA, May 18, 2010 - This year, InterfaceFLOR, LLC, the world's leading manufacturer of carpet tile, plans to bring the house down at HD Expo in Las Vegas. Their modern, colorful and beautifully over the top new offering is inspired by the 1980s Memphis design movement. With bold color, souped up black and white stripes and strong graphics, the three styles along with an extensive pattern library and coordinating solids form an offering like nothing InterfaceFLOR has ever introduced.

Inspiration: It's 1981. Joy, Whimsy and Color rock the Design World.

In early 80s Milan, Ettore Sottsass, famed 61 year old designer and guru known for surrounding himself with bright young talent, led a dramatic revolution in the design world. His followers, a merry band of designers, artists and architects, would gather at Sottsass's house in the evenings discussing Modernism and how they believed it had clearly run its course. On one such night, after many bottles of wine, Sottsass began playing Bob Dylan's "Stuck inside of Mobile with the Memphis Blues Again" over and over again. As the song played, the group agreed it seemed to stand for everything they were feeling. So there, among the creative revelers in the early morning hours of December 1980, the Memphis design movement was born.

Although the group was in Milan, the work that followed was definitely influenced by all things Memphis. The Blues, Americana, Fifties kitsch and Tennessee Rock 'n' Roll...it was all in there. And the result was design considered outlandish by many critics. Love it or hate it, Memphis had a sense of humor and was just what the design world needed to wake from its banal slumber. So "out there" it didn't last long, Memphis set the design world on a new course while evoking smiles (and a few smirks) along the way. It was simply something new, something loud, something joyful. The mod, graphic work of the Memphis movement came out of nowhere, created a stir and was a great liberator for those bored with status quo.

InterfaceFLOR: Shaking things up...an encore.

If the Memphis Movement was a wake up call to color and joy, then maybe that same kind of revolution is what the world needs now? InterfaceFLOR thinks so. With a respectful nod to the designers gathered at Ettore Sottsass's house in the early 80s, David Oakey of David Oakey Designs has created one of the most exciting offerings InterfaceFLOR has ever brought to market. Our new Memphis inspired offering includes the colorful stripes of **Beale Street™**, the bold black and white lines of **Union Avenue™**, the graphic squiggles of **Doodle™**, and a drop dead library of fabulous black and white patterns called **Memphis to Milan and Back™** that can be used alone, mixed together or combined with other InterfaceFLOR styles.

And great style isn't all that the Memphis products have going for them. All are part of InterfaceFLOR's Convert™ design platform that feature products made with total recycled content ranging from 64% to 75%, including up to 35% post-consumer content in a selection of vibrant colors never before seen in recycled product.

Along with this Memphis inspired offering InterfaceFLOR is also debuting a new collection designed for public spaces – **AxTile Too™**. An i2™ collection, its patterns allow for non directional installation and mergeable dye lots for easy replacement making it perfect for hospitality applications. While **AxTile Too™** is tailor made for lobbies, corridors, open spaces, restaurants, spas, convention centers and casinos, InterfaceFLOR is also launching a whole new line of gorgeous designs available specifically for rooms.

Finally, the new Memphis offering reflects designer David Oakey's take on sure signs of revitalization and hope being seen everywhere. The world seems to be rising up from this historic economic downturn and Oakey says, *"As the world transforms and evolves and the economy slowly makes a comeback, people are demanding sustainable products made by responsible companies that are both beautiful and joyful. Enough with all this gloom and doom. Let's talk about color and happiness!"*

Featured Products, HD Expo 2010

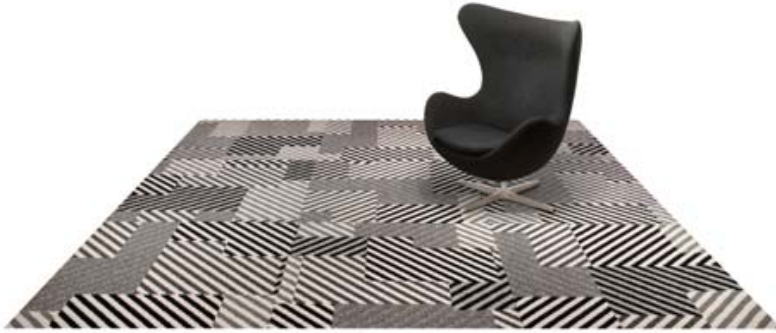
Beale Street™ and Union Avenue™



Memphis to Milan and Back™



AxTile Too™



About InterfaceFLOR

InterfaceFLOR, LLC, is a subsidiary of Interface, Inc., the world's largest manufacturer of commercial carpet tile. For 37 years, the company has consistently led the industry through innovation and now leads the industry in environmental sustainability. InterfaceFLOR is setting the pace for development of modular carpet using materials and processes that take less from the environment, and is well along the path to "Mission Zero[®]," the company's promise to eliminate any negative impact it has on the environment by the year 2020. Interface's worldwide carpet manufacturing facilities maintain third party registration to the ISO 14001 Environmental System, a first-ever Environmental Product Declaration (EPD) for the commercial floor covering industry. The company is recognized globally for its commitment to build environmental considerations into its business decisions. For more information go to www.interfaceflor.com.