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FOR IMMEDIATE RELEASE

**AQUA HOSPITALITY CARPETS' BLOOM COLLECTION NAMED A READER'S CHOICE
CERTIFICATE OF EXCELLENCE AWARD-WINNER BY HA+D MAGAZINE**

DALTON, Ga. – July 30, 2013 – [Aqua Hospitality Carpets](#) today announced that its latest collection, Bloom, received a Reader's Choice Certificate of Excellence Award for the 2012 [HA+D awards](#). Made with [Zeftron nylon](#), a premium branded nylon 6 fiber system, the collection won in the flooring category after being evaluated by a panel of industry judges and an online voting period by HA+D magazine's readers.

An awards presentation ceremony hosted by HA+D on July 25, 2013, in Mongkok, Hong Kong, officially announced the winners. The Certificate of Excellence awards are given to both designers and product manufacturers from around the world. According to HA+D, the entries are judged by invited international representatives from environmental councils, national architecture institutes, interior designer associations and other invited professionals. The winning products represent the best in creativity and sustainability in their design, manufacturing and end-use application. Judging criteria include a product's environmental values, its current availability and its aesthetics for pattern, color and texture.

"Our goal is to research, develop and manufacture interesting and inspiring carpet products for the hospitality market segment. So it's extremely gratifying to know that designers, other product manufacturers and professionals in the hospitality industry selected Bloom as an award-winning product," said Aqua Hospitality Carpets Director of Marketing Cathy Mansour.

"Bloom is about discovering the unforeseen beauty of something simple when looking at it from a different perspective. In this case, it's about taking natural elements such as a leaf, a petal or a flower and viewing them through x-ray technology. When you do this, you notice that no two leaves, petals or flowers are the same, and this creates a sense of wonder and element of surprise," said Aqua Hospitality Carpets Designer Koren Sinnock, who played the lead role in creating the collection.

Introduced in September 2012, Bloom's three styles – Flora, Pure Petal and Just Leafy – offer striking organic patterns, coloration and texture which come to life through Zeftron nylon's clear crisp solution-dyed color palette. Featuring six colorways ranging from neutral earth tones to natural brights, Zeftron's robust color palette creates multiple tiers of colors and intricate shading effects. Specification of Bloom products can contribute toward LEED credits, and the products are eligible for reclamation and recycle at the end of their useful lifecycle. All three styles are available in both broadloom and tile.

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HA+D magazine is published three times per year and showcases the latest trends, inspirational ideas, product guides, technology trends and signature projects in hospitality architecture and design. More information is available at www.hotelmanagement.net

About Aqua Hospitality Carpets

Aqua Hospitality Carpets uses a collaborative approach for creating unique and distinctive products for multiple hospitality settings by leveraging the strength, stability and expertise of its parent company, Beaulieu Group, LLC. As the number one carpet only manufacturer in the United States, Beaulieu is a world leader in the innovation, styling, manufacturing and distribution of carpets for the Hospitality, Commercial and Residential market segments. A vertically integrated organization, Beaulieu manufactures and produces its own carpet fibers, Type 6 nylon and Polyester, its own carpet backings and is a pioneer in environmentally responsible manufacturing practices and processes. From concept to completion, Aqua Hospitality offers a thorough understanding of the market to provide the expertise needed in all areas of carpet design, manufacturing and project solutions. From mid- to upper-end hotel properties, timeshares, condominiums and luxury resort facilities, Aqua can assist in developing the experience needed for both business and leisure travelers.

About Zeftron® Nylon

For more than 40 years, Zeftron® nylon has continued to deliver more value-added opportunities and advantages to the commercial interiors marketplace through dedicated partnerships, a premium branded nylon 6 product and superior service. Based in Dalton, Ga., the brand brings a history of innovations and unparalleled style, performance and environmental attributes. All Zeftron nylon yarns are closed-loop recyclable, MBDC Cradle to Cradle certified and come standard with a minimum 25 percent recycled content. As part of the brand’s commitment to environmental stewardship, Zeftron nylon makes recycling easy with its 6ix Again Recycling Program – a simple to use, all-inclusive carpet recycling initiative. Zeftron nylon is a part of Shaw Industries Inc., a Berkshire Hathaway company. For more information, visit www.zeftronnylon.com.

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