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CONTACT:
Lynne Minchello, director of marketing
lminchello@colonialmills.com
617.750.4330

- *cmí* EXPANDS WITH *NEW* NATIONAL ACCOUNTS MANAGER & *NEW* IT MANAGER -

PAWTUCKET, RI, July 21, 2011 - *cmí* (Colonial Mills, Inc.), the innovative and leading manufacturer of a complete line of braided-texture area rugs and accessories, welcomes Kirsten Haynes and Tim Boyden to the *cmí* team.

Kirsten joins *cmí* as a reputable, successful and energetic sales personality, most recently, serving as a Kentucky and Southern Ohio territory manager with both Rizzy Home and *cmí*. Haynes still serves these territories for *cmí*, but adds additional responsibilities as *cmí's* National Accounts Manager who is targeting "key potential accounts." These accounts range from brick-and-mortar stores to online retailers and catalogs. "I am really excited for the opportunity to play a key role in growing *cmí's* business and eager for the challenge," stated Haynes. *cmí's* vice president of sales recommended Kirsten for the position after collaborating with her on client presentations and strategic planning for her local territory customers. "Although Kirsten is relatively new to the rug market, she is an excellent communicator and understands the needs of her customers. Her enthusiasm and sales knowledge is just what *cmí* needs to increase sales with these specialty key accounts. We look forward to a successful partnership with Kirsten," notes Evans. Kirsten Haynes graduated with a Bachelors of Business Management from the University of Kentucky and will work with *cmí* as an independent contractor.

CONTACT KIRSTEN HAYNES: khaynes@colonialmills.com / 502.767.6839

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Tim Boyden, *cmi*'s new IT Manager, has provided information technology services to various organizations for over 16 years. Most recently he was employed in the direct mail advertising industry, providing technical support and web application development services for Valassis Communications, Inc. Prior to that, he provided technical support and project management services as a systems administrator in academia at the Massachusetts Institute of Technology. Tim graduated summa cum laude in 2010 from Kaplan University's Associate of Applied Science in Computer Programming program. He is currently pursuing his Bachelor's degree from Kaplan University in Mobile Application Development with an expected graduation date of December 2011. At *cmi* Boyden is responsible for day-to-day technological advances, EDI management, website applications, SEO management and software user training. "Tim is very hands-on and dove right in to his job responsibilities. His experience in the IT and advertising industries are an interesting combination and bring new insight to various departments at *cmi*," said Don Scarlata, President/CEO.

CONTACT TIM BOYDEN: tboyden@colonialmills.com / 800.343.9339 x113

A little about *cmi*...For more than 30 years, *cmi* has strived to create braided-texture rugs and accessories that will delight customers with beautiful style and long-lasting value. *cmi* is especially proud to be recognized as a design leader in the industry, and that all of the products are Made in the USA. From *cmi*'s location just down the street from Slater Mill, the birthplace of America's textiles industry, *cmi* produces an incredible array of rugs in styles from traditional to modern. Custom design remains a *cmi* specialty. With lean manufacturing principles in place throughout the operation, *cmi* is fully capable of delivering the rugs customers want in just a matter of days.

For more information or images, please contact:
Lynne Minchello, director of marketing
560 Mineral Spring Avenue
P.O. Box 249, Pawtucket, RI 02862-0249
lminchello@colonialmills.com
Cell: 617.750.4330
(800) 343-9339 x134
Fax: (401) 728-2740

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