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FOR IMMEDIATE RELEASE*

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**- *cmí* RELOCATES & REDESIGNS LAS VEGAS SHOWROOM FOR AUGUST 2011 -
BUILDING B-431
Champagne Toast & Ribbon Cutting - Wednesday, August 3rd at 2:00pm!
20% OFF all orders placed at show!**

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, has redesigned and relocated their Las Vegas showroom at the World Market Center to Building B, space 431.

cmí's product and design manager, Meredith Thayer, led the team throughout the design and implementation processes. The new showroom is a larger, more open space that allows for *cmí* to showcase designs on two large racks, throughout the floor and on various vignette displays.

Each display focuses on key areas of rugs for the home as well as a specific style. There are three main displays focusing on interior décor, exterior decorating and juvenile accentuating. The interior display features a neutral color palette with natural fibers and textures, while the exterior vignette focuses on durable, bold, bright patterns and colors. The juvenile set is fun, funky and functional with braided rugs that are made for kids' play. "Overall, the showroom is designed to feel like various spaces in an actual home...so one can visualize the rugs in a real setting," stated Thayer.

Additionally, there is a new window display highlighting that *cmí* products are "Made in the USA." A braided-texture rug in the shape and colors of the American flag hangs alongside imagery of the rug production process to really emphasize and detail the "making" of the rug and the parts that go into it. "We wanted the feeling to be comfortable and smart; showing the transitional quality of braided rugs," adds Meredith.

(more)

cmi has been a permanent exhibitor at the Las Vegas Market since 2007. The new showroom is approximately 2000 square feet and features the entire line of nearly 200 standard rugs, ranging from traditional to modern and indoor to outdoor. All of *cmi*'s point-of-purchase displays are showcased. Customers may schedule meetings with their local rep or an in-house sales member for the Las Vegas Market. Customers may place orders at the show or by calling 800.343.9339. Orders ship in an average of only 5 days. Orders placed at the show receive 20% OFF.

Las Vegas Market / World Market Center C-860

August 1-5, 2011 - SHOWROOM B-431

Join us for Champagne Toast & Ribbon Cutting

Wednesday, August 3rd at 2:00pm

20% OFF all orders placed at the show!

The ribbon cutting is scheduled for August 3rd at 2:00pm. *cmi* welcomes customers, reps and press to join them for the champagne toast and celebration at their new showroom, B-431. *cmi* also encourages customers to stop by and place an order. All orders placed AT the show receive 20% OFF!

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 our 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.

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