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- *cmi* CREATES FRESH, REDESIGNED, NEW WEBSITE FOR 2011! -

PAWTUCKET, RI, March 16, 2011 - *cmi* (Colonial Mills, Inc.), the innovative and leading manufacturer of a complete line of braided-texture area rugs and accessories, announces it's fresh, new and completely redesigned WEBSITE, www.colonialmills.com .

cmi's marketing duo of Lynne Minchello, director of marketing, and Meredith Thayer, product and design manager, began the process of "rebranding" *cmi* back in the summer of 2010. *The Goal: show customers that cmi is resurfacing from this recession with a rejuvenated look that will allow customers to feel the texture and appreciate the construction that cmi has to offer in their braided-texture area rugs and accessories.*

That goal was achieved through the new catalog (launched February 1, 2011) and the new website (launched late February, 2011). The website incorporates simple navigation throughout the site and inviting colors that make the site pleasing to view. "We categorized the 'Browse By' function into eight different categories to make it easy for the retailer or consumer to quickly find the rug that fits their décor," says Lynne Minchello. Search by Modern Rugs, Outdoor Rugs, Juvenile Rugs, Traditional Rugs, Yarns/Fabrics, Colors and Eco-friendly Rugs. Minchello adds, "The site looks great and really accomplished the rebranded, revived look Meredith and I set to accomplish with the 2011 *cmi* image!"

The new website also offers *cmi's* assortment of accessory baskets, chair pads and stair treads for viewing and ordering. With hundreds of colors and patterns to choose from there is an accessory to coordinate with any rug or be ordered on its own as a functional accessory piece. Other features on the site include Decorating Tips, a Factory Tour, Rug Care, Custom Design Steps, Tradeshow Information and more.

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For ease of use, the *cmi* catalog is categorized into four collections of rugs. The website also follows this format, with the additional search options listed above.

PERSPECTIVE COLLECTION (6 designs): The new look of braided-texture comes to life in these modern, rectangular rug styles. Appealing color-ways, presented in angled designs, offer a fresh, contemporary look for today's home decorators.

ATRIUM COLLECTION (11 designs): Today's homeowners have moved their living spaces outdoors and *cmi* created rugs they can bring with them. Vibrant colors in styles ranging from modern to traditional, these collections stand up to the elements and are ultra-easy to clean. Perfect for the porch, patio and pool area, or for high-traffic areas inside the home!

GENERATION COLLECTION (3 designs): These colorful collections add a sense of fun and playfulness to any room. Made from soft-to-the-touch yarns and fibers, these rugs add warmth and comfort to childrens' bedrooms, family rooms, play areas and even basements.

SIGNATURE COLLECTION (13 designs): These classic rugs combine traditional style with the long-lasting durability that has made braids a favorite for generations. The soft textures, rich colors and Made in the USA quality of these rugs provide customers with an authentic product that offers exceptional value.

cmi is currently in the process of implementing 'Phase 2' of the website which will encompass a wide-range of options for customers/retailers to utilize. Accessing account information, placing orders and making payments are just a few of the options coming to www.colonialmills.com. Minchello adds, "We're excited to launch the next phase. *cmi* has always provided top-notch customer service, delivery times and information to our retailers, and this new site brings 'top-notch' to an even higher level."

cmi also encourages retailers and consumers to stay connected with them and what's going on in the industry and home furnishings markets. Follow them on Twitter @CMI-rugs and like "CMI - Colonial Mills, Inc." on Facebook.

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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.

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