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**- *cmi* CREATES *FRESH, REDESIGNED, NEW CATALOG FOR 2011!* -**  
(NEW PRICING EFFECTIVE FEBRUARY 1, 2011)

PAWTUCKET, RI, January 25, 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 catalog.

*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.*

For the first time in decades *cmi* took a different approach with the rug photography. "We have a great, durable product and each product tells a story. The photographer we selected understood how to capture the textures and comfort that each rug can bring to a setting, whether indoors or outdoors," commented Lynne Minchello, director of marketing. "He utilized his talents and camera to show our customers that '*braid is a construction*' that can be used to create a rug for ANY style and décor."

The *cmi* catalog is categorized into four collections of rugs:

***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!

(more)

*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.

The 40 page, horizontal catalog showcases all 32 standard line designs. Each collection has six color-ways. Sizes are available in 2'x3' - 3'x5' - 4'x6' - 5'x8' - 7'x9' - 8'x11' - 10'x13' - 12'x15' - 4'x4' - 6'x6' - 8'x8' - 10'x10' - 12'x12' - 2'x4' - 2'x6' - 2'x8' - 2'x10' - 2'x12'. Coordinating accessories are also available for all color-ways in three options: 18"x18"x12" utility basket - 8"x28" stair tread - 15"x15" chair pad. The pawtucket™ design is not included in the standard 32 designs, but can be seen on page 25 in an oval or rectangle.

*cmi* also produced a new price list with updated pricing, effective February 1, 2011. Customers will receive their new catalog and price lists in the mail the last week of January. If a potential customer would like a catalog and price list they may contact *cmi* at 800.343.9339. Also in conjunction with the new look and feel of the catalog, *cmi* will launch a new website in February 2011. More info to come...

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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