



**JANUARY 2011
FOR IMMEDIATE RELEASE**

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- *cmi* INTRODUCES SEVEN NEW COLLECTIONS FOR 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 the introductions of seven new collections for 2011. All collections are made in the USA in Pawtucket, Rhode Island.

allure™

Description: Sleek lines and fashionable hues offer a modern twist to the heathered look and warmth of this flat braid rectangle.

Material: 65% polyester / 35% wool

Features: wool blend / durable / reversible

Colors: Juniper / Sparrow / Polo Blue / Misted Green / Mauveberry / Haystack

Construction: flat braid rectangle

MSRP for 5x8 is \$399

montego™

Description: Step outside and have some fun with the vibrant colors and practicality of this contoured rectangle. Make a statement with color that won't fade or stain!

Material: 100% polypropylene

Features: outdoor/indoor / stain resistant / reversible

Colors: Tangerine / Sundance / Blue Burst / Lime Twist / Bonfire / Bright Brown

Construction: flat braid contoured rectangle

MSRP for 5x8 is \$399

renaissance™

Description: The hallmarks of the Sunbrella® brand - Enduring Color. Luxurious Feel. Worry Free Use. - position this collection as a premium offering for outdoor or indoor accentuating.

Material: 100% Sunbrella® acrylic

Features: outdoor/indoor / stain resistant / reversible

Colors: Mink / Mushroom / Graphite / Papyrus / Wheat / Alpaca

Construction: flat braid rectangle

MSRP for 5x8 is \$749

(more)

portico™

Description: Roll it out and let this rug speak for itself. The simple, yet strong colors welcome poolside parties with hassle-free care!

Material: 100% polypropylene

Features: outdoor/indoor / stain resistant / reversible

Colors: Sharp Black / Nautica / Edamame / Chile / Espresso / Sand

Construction: Cablelock® braid rectangle

MSRP for 5x8 is \$379

parkview™

Description: A contemporary design paired with traditional colors creates a bold statement. Perfect for outside patio sets or indoor kitchen gatherings, this collection can simply be “hosed off” for easy cleaning!

Material: 100% polypropylene

Features: outdoor/indoor / stain resistant / reversible

Colors: Puddle Blue / Night Sky / Green Pasture / Brickstone / Chestnut Brown / Durango

Construction: Cablelock® braid rectangle

MSRP for 5x8 is \$499

blokburst™

Description: Bold & Fun! Soft chenille blended with a hint of ticking fabric creates the perfect accent for any playroom or bedroom.

Material: 60% polypropylene / 35% polyester / 5% cotton

Features: chenille softness / versatile / reversible

Colors: Carnival / Tea Party Pink / Blueberry Pie / Chocolate Mint Chip / Lilac Loves / Daisy Dreams

Construction: flat braid oval

MSRP for 5x8 is \$399

olivera™

Description: It's home-sweet-home wherever this rug lay. The comforting Thimbleberries® fabric colors and durable alternating braid construction piece together any room.

Material: 70% polyester / 30% cotton

Features: cotton blend / warm colors / reversible

Colors: Dusty Shale / Soft Black / Vintage Blue / Light Parsley / Cranberry Blend / Warm Chestnut

Construction: alternating flat braid and fabricord® (corded fabric) oval

MSRP for 5x8 is \$369

These collections are part of the “fresh, new image” *cmi* has created. *cmi*'s newly formed marketing team of Lynne Minchello, director of marketing, and Meredith Thayer, product and design manager, developed a new approach to the image and direction of *cmi* for 2011 and the coming years. “Through a collaborative vision to think outside the typical braided rug marketing concepts, we were able to incorporate new photography and layouts, allowing the customer to focus on the textures, fibers and construction of each rug,” states Meredith Thayer.

(more)

Along with the new products is an updated catalog and website. The catalog features the seven new collections, along with 25 existing collections (32 total standard line collections). "We are very excited and proud of our new designs and image. It's the perfect blend...a collage of innovative, fresh designs that still incorporate the traditional durability and comfort you expect from a braided-texture rug," adds Lynne Minchello. The catalog is being mailed to customers the last week of January. Look for the new website in February 2011!

GET UPDATED SAMPLES OF THE NEW 2011 DESIGNS!
42 NEW Samples for ONLY \$225!
OR
42 NEW Samples FREE with \$450 net order!
(offer expires 3.31.11)

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.

For more information or images, please contact:
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