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cmi ANNOUNCES SUMMER PHOTO CONTEST DESIGNED TO
ENCOURAGE DEALERS TO UPDATE POP DISPLAYS

PAWTUCKET, RI, July 15, 2009 -- *cmi* (Colonial Mills, Inc.), a leading manufacturer of a complete line of braided-texture area rugs and accessories, launched a summer photo contest on July, 1, 2009 which is designed to encourage dealers to completely update *cmi's* Rug Sample Centers, Swing Arm Sample Systems and Mini Rug Sample Centers to maximize their effectiveness. Samples can be purchased by taking advantage of the company's \$2 for \$1 promotion where for every \$2 worth of product purchased an additional \$1 will go towards sample updates. Only up-to-date point-of-purchase entries will be considered. A list of 2009 POP info can be found at <http://www.colonialmills.com/Dealers/Point-of-Purchase-Sales-Materials/> or a 2009 sample list at <http://www.colonialmills.com/Dealers/Sample-Update-Checklist/>.

The contest asks that customers simply submit a picture of its store manager and sales representative with their updated POP sales display via mail or e-mail to be eligible for a variety of prizes. The store manager and sales representative who come in first place will each receive a flat

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screen television and the second and third place winners will each earn digital cameras and iphones, respectively. All entries will receive a surprise gift for the store and the sales representative. Entries must be postmarked by September 30, 2009 and sent to Shirley Smith, CMI - Colonial Mills, Inc., 560 Mineral Spring Ave., Pawtucket, RI 02862. The drawing to select the winners will be held at *cmi* on Thursday, October 15, 2009.

cmi's Rug Sample Center displays 32 styles while only using 15 sq. ft. of floor space. The company's Swing Arm Sample System displays its entire line of ovals and rectangles on only ten swing arms. The system consists of 20 rugs with samples and free merchandising aids attached. Both displays feature literally millions of color and design options. The Mini Rug Sample Center provides dealers with the optimum tool to help consumers gain a quick snapshot of the multitude of *cmi's* offerings. The center uses only 5 sq. ft. of floor space and a self service rack to display 6 styles and literally millions of color/design options. The customer chooses any six of 32 binders available.

Founded in 1977, *cmi* is headquartered in Pawtucket, Rhode Island, the home of Old Slater Mill and the birthplace of our nation's textile industry. The company has specialized in manufacturing braided-texture

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area rugs and accessories since its inception. *cmi's* philosophy is to be the most innovative in the braided-texture area rug category with the results being new colors, styles, award-winning designs, and shapes which most appeal to today's consumer. These advances continue to demonstrate to consumers that "braided" is simply a construction process and not a style. *cmi* sells under its own brand name in thousands of specialty retailers and has private label programs and/or customized programs with a number of major national retailers.

For more information on the photo contest, please contact Donald M. Scarlata, President and CEO of *cmi*, at 560 Mineral Spring Avenue, P.O. Box 249, Pawtucket, RI 02862-0249 or call, toll free, at (800) 343-9339. Fax: (401) 728-2740. Web: www.colonialmills.com.