



FOR IMMEDIATE RELEASE

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***cmí* ANNOUNCES WINNERS OF PHOTO CONTEST
WHICH ENCOURAGED DEALERS TO UPDATE POP DISPLAYS**

PAWTUCKET, RI, February 4, 2010 -- *cmí* (Colonial Mills, Inc.), a leading manufacturer of a complete line of braided-texture area rugs and accessories, announces the winners of its Photo Contest which was designed to encourage dealers to completely update *cmí's* Rug Sample Centers, Swing Arm Sample Systems and Mini Rug Sample Centers to maximize their effectiveness. The contest asked 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. **Winners were as follows:** *First Place* -- Casual Home and Garden in Farmingdale, Long Island, NY and *cmí* sales representative, David Dukoff, who both received flat screen televisions; *Second Place* – Drexel Interiors in Indianapolis, Indiana and *cmí* sales representative, David Marcus, who received Best Buy gift certificates for digital cameras; and *Third Place* – Dumas Decorating Center, North Grosvenordale, CT and *cmí* sales representative, Lynne Manning, who received Best Buy gift certificates for iphones.

Rug samples were purchased by taking advantage of the company's \$2 for \$1 promotion where for every \$2 worth of product purchased an additional \$1 went towards sample updates. Only up-to-date point-of-purchase entries were considered.

(more)

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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 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, please contact Lynne Minchello, Director of Marketing at *cmi*, at lminchello@colonialmills.com, 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.