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cmí EXPANDS RETAIL OFFERINGS
WITH NEW, INEXPENSIVE MINI RUG SAMPLE CENTER

PAWTUCKET, RI, January 12, 2008 -- *cmí* (Colonial Mills, Inc.), a leading manufacturer of a complete line of braided-texture area rugs and accessories, announces the availability of a new, more affordable Mini Rug Sample Center designed to maximize retail sales opportunities in a minimal amount of space.

The Mini Rug Sample Center provides dealers with the optimum tool to help consumers gain a quick snapshot of the multitude of *cmí'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. Free merchandising aids offered with the Mini Rug Sample Center include a full yarn POM set, style story cards, a full-color catalog and rug style name labels. The regular price is \$849 - \$1,278 but currently a company promotion offers the display package for \$499 or free with a \$1,000 net order. The fixture alone is \$300.

(more)

"We like to talk with our customers about their needs and then try and respond by producing appropriate displays," said Donald M. Scarlata, President and CEO of *cmi*. "With this Mini Sample Center, we're recognizing the squeeze the economy is putting on retailers and thought a less expensive display that took up less space was in order." Scarlata added that drop shipping is available for easy ordering and delivery.

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 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.