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FOR IMMEDIATE RELEASE

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WE ALL HAVE THEM,
FORTUNE CONTRACT'S NEWEST
PRODUCT IS . . . UP DOWN

Showroom 10-98, Neocon 2010 - Fortune Contract introduces Up Down, a highly textural, multi-directional pattern. Up Down is available in thirteen standard colorways that represent a wide palette of neutrals. This incredibly versatile broadloom carpet or 24" tile is available in two standard face weights, forty-eight or thirty-four ounces of Ecco 6,6 nylon with 50% recycled content in proprietary yarn configurations that are colorful, yet tonal.

UpDown will be on display in Chicago at the Neocon World's Trade Fair in Fortune Contract's showroom on the Tenth Floor, Space 10-98 designed by Tom Zurowski and the team at Eastlake Studio.

Fortune Contract is a premium manufacturer of high-end commercial carpet. Known for its visibly different approach to commercial carpet, Fortune partners its top quality design with attentive customer service and focus on quality to offer the best in products and services. Fortune Contract is dedicated to the progress of sustainability, committing to responsible and environmentally safe materials and production practices. Fortune is headquartered in Dalton, Ga., in a state-of-the-art design and manufacturing facility. For more information on Fortune products visit Fortune online at fortunecarpet.com.

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