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FORTUNE'S NEW BAD BOY HAS SERIOUS ATTITUDE

SHOWROOM 11-35, NEOCON 2004 – Fortune Contract's new Bad Boy has a sophisticated, yet easy-going attitude. The subtle textural striations of this commercial broadloom carpet are reminiscent of silk and other natural fibers. Designed with a wool-like luster and hand, Bad Boy exudes luxury, yet still maintains a friendly atmosphere. It's an ideal product for any commercial space, and is perfect for those areas demanding that extra-special touch.

Bad Boy offers a versatile surface statement with 17 standard colorways varying from neutral to nery. It is manufactured as a cut/uncut product with 42 ounces of premium Solutia Ultron fiber. In addition to creating a luxurious look and feel, this fiber offers unsurpassed performance – with superior resistance to crushing, matting, wear, soil, stains and static. The benefits of this Bad Boy do not stop at appearance and performance. Constructed of 8% recycled content, it is also an environmentally friendly option and may be reclaimed and recycled. Bad Boy's textural interest, combined with its playful design, adds an element of style to any commercial space. To request samples or to find a sales representative in your area, contact Fortune at 1-800-359-4508 or online at www.fortunecontract.com.

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Fortune Contract is a premium manufacturer of high-end commercial carpet in the United States. Known for its visibly different approach to commercial carpet, Fortune partners its top quality design with attentive customer service and over 70 years combined experience 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., where it recently expanded its new manufacturing facility. For more information on Fortune Contract, Inc. or its products, visit Fortune online at www.fortunecontract.com.

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