



CONTACT:

Leah Gross
Story Dept.
626.296.3322
leah@storydept.net

**THE WORLD FLOOR COVERING ASSOCIATION
DEBUTS NEW FLOORING PORTAL FOR CONSUMERS**

***WFCA.ORG Loaded With New Tools and Applications
Designed to Ease Purchase Experience***

Anaheim, CA – January 11, 2011 – Today the World Floor Covering Association (WFCA) announced the launch of a completely revamped consumer flooring website at WFCA.org. The WFCA design team re-imagined the portal to provide consumers with improvements in navigation and accessibility, in addition to cutting-edge digital tools and an enhanced user interface.

The dynamic new site showcases an ever-changing line-up of content including design articles and advice from Annette Callari, A.S.I.D., the latest in floor trends, as well as consumer-relevant industry updates. It also features a cutting edge interactive design tool, Virtual Designer by EcoColor, that allows visitors to view hundreds of different floor styles in rooms that resemble their own. The tool not only showcases every flooring variety in dozens of colors but it also allows visitors to match grout color, lay down an area rug over their newly designed floor, change cabinets and wall and ceiling colors from a selection of Benjamin Moore Paints.

-MORE-

The ever-important member locator search engine that pairs consumers with retailers in their area was also redesigned for the new site. This unique and popular tool allows WFCA retailer members access to tens of thousands of leads that are generated through the WFCA website on any given month. All visitors need to do is enter their zip code and they will instantly receive a list of retailers in their surrounding neighborhood.

Content and visual facelifts were not the only changes made to WFCA.org. The backend and infrastructure have also been completely revamped and rebuilt. Employing the latest technology, the new site offers quicker response time, a more stable user experience and improvements that will increase user traffic to the site.

“Web site technology has evolved very rapidly and WFCA wants to ensure we continue to provide consumers and our members with the most advanced and up-to-date tool to make flooring decisions both fun and educational,” said Chris Davis, President & CEO, World Floor Covering Association. “WFCA.org is the only unbiased communications vehicle the flooring industry has with the consumer market. Our solid digital strategy will ensure that it continues to flourish and grow as an information resource and destination.”

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces trade show, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research, industry certification programs, and operates the premier consumer flooring website, WFCA.org, providing unbiased information about every type of floor covering and connecting customers to members retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.