

News Release

For Immediate Release

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TORLYS Floors featured in three high-profile displays at 2004 Metro Home Show

MISSISSAUGA, Ontario, January 15, 2004... Homeowners and décor consumers will discover the ease of creating rooms with TORLYS Uniclic® Floors when they visit three high-profile displays at the 2004 Metro Home Show in Toronto from January 15 to 18.

TORLYS Uniclic® Summit Hardwood Floors are featured in three rooms — a living room, dining room and the *Style at Home* reception area — in the *Style at Home* Kimberley Seldon Urban Dwellings special feature display (booth #3325). TORLYS Uniclic® Cork flooring is featured in a high-end room vignette being created by the Canadian Decorators' Association (CDECA) for the Metro Home Show, and STEPS™ Laminate by TORLYS is the floor of choice in the CDECA "Ask an Expert" booth (#2327).

"We are very pleased and excited to have our floors chosen for these high-profile displays. *Style at Home* is the premiere Canadian decorating magazine and Kimberley Seldon is a well-known designer. The Canadian Decorators' Association is a prestigious association of interior design and decorating professionals who have very high standards. These displays reflect high-end, high-quality interior décor and design," adds Kocemba.

"In each of these displays, designers are creating a different look. Consumers will be able to see how well-known designers and decorators have used TORLYS Uniclic® flooring to achieve their desired look, and be inspired to design with TORLYS floors in their own homes," Kocemba says.

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"TORLYS offers the most extensive palette of floating floor finishes and textures in the Canadian floorcovering industry because we want to give décor consumers many options for their décor needs. Consumers will see how the many textures and finishes of TORLYS Uniclic® Cork, Hardwood, Linoleum and STEPS™ Laminates can be used across different décor styles. They'll learn how to design with TORLYS floors when they visit the *Style at Home* and CDECA areas as well as the TORLYS display at the Metro Home Show."

Décor consumers also will have a chance to discover the possibilities of TORLYS Floors at the TORLYS booth (#2501), where Casual, Modern and Traditional room vignettes will show how flooring can be used to accent the three décor styles.

"We have created an entirely new TORLYS Simple by Design™ display because we feel it is important for décor consumers to see how flooring can be used to create an overall room look, and how easy TORLYS floors are to use in creating a décor look," says Kocemba. "Each vignette will highlight a specific floor, such as our new Uniclic® Linoleum for a Modern room, but consumers will also learn how Uniclic® Cork, Hardwood and Laminates also can be used in each décor style."

TORLYS Consultants will be at the TORLYS booth to show consumers how the Uniclic® joint system works, how to choose the floor that is right for their needs, and why TORLYS Uniclic® is a solution for their flooring and décor needs. The 2004 Metro Home Show runs from January 15 to 18 at the Metro Toronto Convention Centre.

"Consumers will be able to view actual Uniclic® product displays as well, but the emphasis is on décor and how flooring can be used to accomplish a room look," says Kocemba.

TORLYS Uniclic® Floors offer many décor options with a single installation system, the Uniclic® joint. The patented tongue-and-groove design holds floors in place with constant pressure on the joint, and joints are ultra tight. Uniclic® planks and tiles simply click together over most existing floors and subfloors. Tiles and planks have a décor layer of on top of a High-Density Fibreboard (HDF) core and a backing layer of hardwood, cork or melamine depending on the product. This engineering creates a sturdy, durable, elegant floor. Uniclic® floors have a 25-year Wear and a Lifetime Structural Warranty.

TORLYS Inc., founded in 1988, is flooring company specializing in Uniclic® floating floors. TORLYS markets across Canada STEPS™ Laminates, TORLYS Uniclic® Cork, TORLYS Uniclic® Hardwood and TORLYS Uniclic® Linoleum floors as well as North River® flooring through a national retail network of independent Dealers that stretches from Newfoundland to British Columbia. TORLYS is a proud national sponsor of Habitat for Humanity Canada.