

b. Informed

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b. Excited - Opening of New Calgary Distribution Center

Located in Calgary, Alberta, Beaulieu Canada's distribution center has officially relocated to a larger facility, equipped with a state-of-the-art warehouse management system and exquisite showroom. Formally divided into two separate locations, Beaulieu Canada's Calgary-based distribution headquarters has been centralized into one larger and more efficient facility. The expansive new center holds both carpet and hard surfaces with better operational capacity. Featuring an impressive warehouse management software system, the Calgary shipping center now uses radio frequencies to monitor the logistics of all products. The software system is conveniently linked to customer service for improved operations and productivity.



The Calgary facility also includes a modern showroom with floor to ceiling windows to better exhibit Beaulieu Canada's flooring products and programs. The stunning showroom will display all carpet and hard surface products including the new Luxury Vinyl Plank collections as well as the complete Your HomeStyle, Peerless and Coronet programs.

Beaulieu Canada has hired a new team of skilled employees to better accommodate its numerous customers and dedicated managers. Led by Benoit Rivard, the National Logistics and Distribution Director and Brian Roy, Western Operational Manager, the all-new Calgary distribution facility will provide its customers with efficient service and successful product management. □

b. Recognized - Mike McNamara Appointed Director of Residential Sales for Western Canada

As of June 2012, Mike McNamara has officially been appointed Director of Residential Sales for Western Canada. The two regions of Western Canada, the Prairies and British Columbia have been joined into one division under Mike McNamara, formally the Sales Director for the Prairies. All Residential Territory Managers in British Columbia and the Prairies will now report to Mike.

Mike began his 15 year career at Beaulieu Canada as a Territory Manager in Winnipeg before becoming Director of Residential Sales for the Prairies in 2009. □



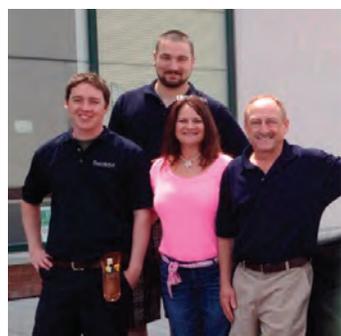


b. Cause we care, we give! Another Successful National Denim Day

As part of Beaulieu Canada's long-standing support of the CURE Foundation, employees across the country donated to this year's National Denim Day. For the past 15 years the CURE Foundation has organized National Denim Day in order to raise awareness for breast cancer research. Participants are encouraged to wear jeans and a pink ribbon in order to increase support for the Foundation's many projects and educational initiatives. This year marked the tenth anniversary of Beaulieu Canada's participation in National Denim Day and partnership with the CURE Foundation. On May 15th, many of Beaulieu Canada's dedicated employees made a monetary donation and donned their favorite blue jeans and a pink CURE ribbon to show their support.

The tenth anniversary was a wonderful milestone to remind everyone that one of Beaulieu Canada's very own employees, Manon St-Amant, was the inspiration for the company's initial involvement with National Denim Day in 2003. By participating in this year's National Denim Day, Beaulieu Canada raised \$1,075.00 to be donated to the CURE Foundation!

Since its first participation in Denim Day, Beaulieu Canada has raised a total of \$9,565.00 for breast cancer research and awareness. Thank You to all of the employees who donated and took part in National Denim Day 2012. And a special thank you to Lisa Richardson, Brian Steel, Nelia Rodriguez and Line Roy who submitted pictures! □



Territory Manager Lisa Richardson poses with staff from End of the Roll in Ottawa.



Territory Manager Brian Steel poses with Mark Logan from PG Floor Fashions



The Supplier of the Year award is a direct result of Beaulieu Canada's commitment to providing outstanding service and superior products to its customers. As one of the nation's premier manufacturers and distributors of flooring, Beaulieu Canada takes pride in its ability to build meaningful business relationships with all of its customers.

b. Congratulated 2011 Supplier of the Year

During the recent United Carpet Convention in BC, Beaulieu Canada was named Supplier of the Year for 2011. This is the third year that Beaulieu Canada has received this esteemed award from United Carpet dealers.

United Carpet is a renowned chain of retail flooring stores found throughout Canada. Every year its members gather for the annual United Carpet Convention which includes meetings, presentations and vendor displays. Every year, members host an award ceremony to recognize important partnerships with its many product suppliers. For the third time, Beaulieu Canada was voted Supplier

of the Year; it previously won the award in 2008 and 2009. The prestigious award is voted on by the members themselves and is based on specific criteria such as product quality, customer service and efficiency. Director of Corporate Accounts Dave Wizowski was present to accept the award from Richard Sisk, Director of Floorcovering for United Carpet. □

b. Sponsored

Beaulieu Canada Sponsors Bromont Event



The lush landscape of Bromont, Quebec was the ideal setting for the 26th annual CCI3* Three Day Event, one of the most prestigious equestrian competitions in North America. Beaulieu Canada was a proud sponsor of the event which took place June 7-10, 2012 and featured 149 horses and riders from all over the world competing for the four division titles. Beaulieu Canada was approached to be a main sponsor for the Bromont Three Day Event, alongside Volvo, the Canadian government and the government of Quebec.

Bromont received singular attention this year because it served as the final observation trial for selectors of the Canadian and United States of America Olympic Eventing Teams. The chosen riders will go on to represent their countries and compete in the 2012 London Olympic Games. Throughout the weekend, riders impressed judges with their skills in dressage, cross-country and jumping. The venue used for the Bromont CCI3* Three day Event was also the site for the equestrian events during the 1976 Montreal Olympic Games.

As a leading sponsor, Beaulieu Canada invited all of its Quebec-based employees, locally-based customers and their families to enjoy an exciting weekend at the competition in Bromont. The company supplied a Beaulieu Canada Hospitality Tent on both Saturday and Sunday with a catered lunch

to show its appreciation for all of its dedicated employees. Over 200 guests from Beaulieu Canada observed the competition from the company's tent, which was conveniently situated between two show arenas.

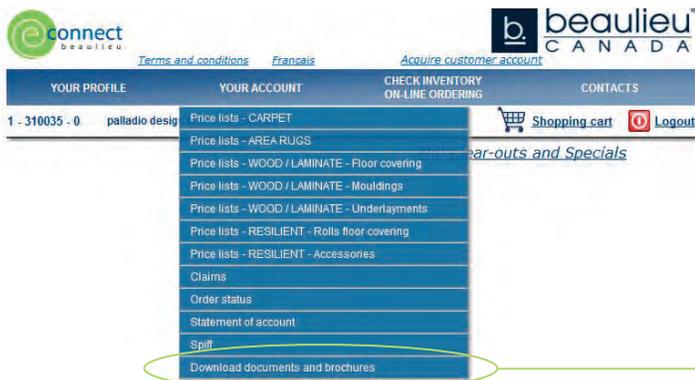
With beautiful summer weather, genuine corporate camaraderie and talented competitors, the CCI3* Bromont event was a huge success for Beaulieu Canada and its employees. Visit the Beaulieu Canada fanpage on Facebook www.facebook.com/beaulieu.ca to view all of the photos from this one-of-a-kind event.



Everything you need...

Beaulieu Canada is proudly leading the way with innovative green strategies, socially responsible initiatives and fresh new thinking about its products, programs and how it supports its partners to better serve its customers.

Everyone can now access all program information and creative material through their E-connect account. E-connect is Beaulieu Canada's interactive site that lets dealers and Territory Managers conveniently manage their business transactions online. This site is available 24/7 and is an efficient way to process claims, check the status of an order, access billing and print pricelists! □



How to Access:

1. Type in www.beaulieucanada.ca/econnect in your internet address bar
2. Type in your Username and Password
3. Click the "Your Account" tab at the top
4. Scroll to the bottom and click "Download Documents and Brochures"

b. Floored!

Brand new Luxury Vinyl Plank collection

Check out Beaulieu Canada's latest advertisement in the next issue of Coverings magazine, featuring its all new Luxury Vinyl Plank collection – Expression! □

EXPRESSION
COLLECTION

