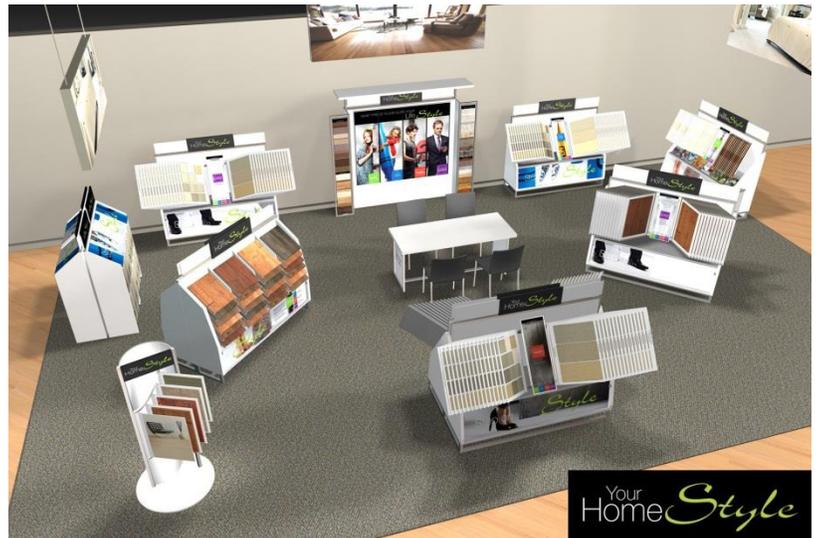




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New Year, New Look For Beaulieu Canada's Your Homestyle Retail Flooring Program

The marketing team at Beaulieu Canada is excited to showcase its latest project - a complete relaunch of the exclusive Your Homestyle retail merchandising system.

Acton Vale, QC—January, 2012—Long celebrated for its keen perception of varying consumer lifestyles, and designed to simplify the carpet shopping experience, the Your Homestyle (YHS) brand image has been rejuvenated with a fresh, modern spin. The brand has expanded to feature hard surfaces such as hardwood, resilient and laminate in addition to carpets. By analyzing new market research which included current consumer demographics, the marketing team was able to target the female shopper as the key decision maker for interior home purchases. The data also highlighted the need for a fourth lifestyle movement in order to more accurately portray the ever-changing segments of our society.

Despite the redesigned outer-appearance of YHS, which includes both bold use of bright color and an innovative display package designed specifically with the female in mind, the brand still maintains its core philosophy: by classifying customers into four main lifestyle trends- Boho Chic, Cozy Casa, Studio Urbano and Classik Elegance- the brand can better anticipate and accommodate the unique values and trends that influence consumer flooring purchases.

Boho chic, the newest lifestyle trend, targets the budding population of young adults who are both ecologically-conscious and reformative. Described as eclectic, bohemian and organic; these customers prefer a handmade, casual look with nature-inspired themes. Our marketing team has also redefined the original three lifestyles with a refreshing twist. Cozy Casa centers on the family- with many budget friendly and practical options that identify with the comfortable, colorful and dynamic atmosphere of a home. Form meets function in the Studio Urbano assortment of floors that use modern, sensible pieces to compliment the consumer's vivid, cosmopolitan style. Finally, the more traditional customers will continue to enjoy the same timeless, upscale designs of Classik Elegance.

Your Homestyle remains Beaulieu Canada's most exclusive retail program for independent flooring dealers featuring the best assortment of our products. Presented in a uniform lifestyle-oriented merchandising system, YHS continues to symbolize a truly unique and enjoyable flooring experience for the consumer. Please contact Yili Zhu for more information.

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