

PRESS RELEASE

Dicks Carpet One & Area Rugs Leads the Way in the Fight Against Breast Cancer This Fall

This fall, Dicks Carpet One & Area Rugs is once again leading the way in the fight against breast cancer, along with over 550 other Carpet One stores throughout North America. After successful Fall 2004 and Spring 2005 "Carpet One Welcomes Your Support" campaigns, Dicks Carpet One & Area Rugs will kick-off their second year of supporting the American Cancer Society this October for National Breast Cancer Awareness month. Throughout October, November and December, the store will donate 25 percent from sales of specially designed welcome mats to their local American Cancer Society Division to fund breast cancer research and awareness programs.

Carpet One will introduce five new designs this fall, featuring nature-inspired colors and themes of the season. A pink ribbon, the internationally-recognized symbol for breast cancer awareness, will also appear on each mat.

Through this extraordinary initiative, which began in October 2004, Carpet One stores have raised over \$250,000 for the American and Canadian Cancer Societies. Carpet One is excited to continue their "Carpet One Welcomes Your Support" campaign this year and hopes to surpass this past year's donation total.

"We are thrilled that we've had the opportunity to join together with other Carpet One stores in the fight against breast cancer," said Dan Biles of Dicks Carpet One & Area Rugs. "Because members of our community have been so supportive of this wonderful cause, we have truly been able to make an impact. We're looking forward to the upcoming year – I think it will be an even greater success!"

According to the American Cancer Society, in addition to raising necessary funds, Carpet One is also increasing consumer awareness of breast cancer through this campaign by providing their customers with important health messages.

"Thanks to the efforts of Carpet One, we have been able to not only further vital breast cancer initiatives nationwide and in the communities we serve, but we have been able to distribute thousands of information packets to help people understand what they can do to help themselves and their loved ones in the fight against breast cancer," says Angela Geiger, vice president of corporate initiatives for the American Cancer Society.

Redecorate Your Entryway, Porch or Deck and Donate to a Great Cause at the Same Time

Consumers can purchase these stylish welcome mats to give new life to their entryway, porch or deck this fall, while also supporting breast cancer awareness. The new fall designs, exclusively created for Carpet One stores, make a wonderful housewarming gift or seasonal addition to your home.

Choose from the following designs, each emblazoned with a pink ribbon that is paired with distinctive fall themes and tones.

- **Autumn Welcome:** Maple leaves and a border of rich autumn tones surround the simple message of optimism captured by the word "Hope."
- **Celebration:** A unique pattern of brilliant swirling colors complemented by a warm background will welcome your guests as they enter your home.
- **Seasonal Stripes:** Contemporary stripes featured in a range of vibrant fall colors backed by a warm inviting tone. The perfect addition for any doorway.
- **Fall Bouquet:** Wandering vines and flowers in a variety of blues and pink tones, framed by a distinct black border. The ultimate complement to an elegant entryway.
- **Holly and Berries:** Show your support for the cause this holiday season with this winter-themed welcome mat, featuring Holly and Berries on warm reds and browns. A perfect gift that continues to give all year long. (Not available at all locations.)

The indoor/outdoor welcome mats are extremely durable, stain and water-resistant and machine-washable. All four welcome mats are available, beginning October 1st, and through November and December at Dicks Carpet One & Area Rugs for \$19.99 each. Twenty five percent from the sale of each welcome mat will go to your local American Cancer Society chapter.

Carpet One (www.CarpetOne.com) is North America's leading floor covering retailer, with more than 1,000 independently owned and operated locations in the United States, Canada, Australia, and New Zealand. Carpet One stores are known for a broad selection of carpet, wood, laminate, ceramic, vinyl, and area rugs, including exclusive brands like Liz Claiborne Flooring, Good Housekeeping and LEES For Living[®]. For more information, visit Dicks Carpet One & Area Rugs at 36 Hegenberger Ct. Oakland, or call 510-633-9533.