

FOR IMMEDIATE RELEASE

Preverco maintains its innovation pace and launches amazing new products at the Surfaces show in Las Vegas

SAINT-AUGUSTIN-DE-DESMAURES, Québec, Canada (January 20th, 2012) - Preverco, continues to demonstrate its strong product leadership position with a constant flow of new products hitting the North American flooring market. Preverco is one of the few Canadian hardwood manufacturer which still exhibits at the Surfaces show. Again this year, Preverco is proud to welcome its business partners in a sleek and modern booth where innovation is the central theme.

According to Etienne Chabot, Vice President of Marketing, "Our commitment to constantly innovate and launch new products is what keeps us ahead of the pack and also what makes our retail partners successful in this tough economy. This year is no exception with the addition of Quarter Sawn White Oak and Hickory in gorgeous colors and finishes to our lineup. Consumers have very specific tastes and want to replicate what they see in design magazines in their own homes. We make sure we are always integrating the latest fashion and trends to our product lines."

Preverco has been extremely successful last year with its Wave Texture introduction at the Surfaces show. For the 2012 Surfaces edition, Preverco based its new product introductions on thorough trends analysis. Consumer tastes analysis highlights a growing demand for larger planks, lighter colors, custom textures and matte finishes. Preverco responds to those trends with new 5" Hickory and Quarter Sawn White Oak hardwood floors.

The new Hickory is offered in 3 amazing colors: *Natural*, *Tofino* (with Wave texture) and *Wasaga* (with Wave texture). Hickory features great variation of colors and wood grain that evoke nature and the 3 colors will give a *rustic chic* look to any décor, even contemporary ones. The new White Oak Quarter Sawn will fit any urban and contemporary décor. Quarter sawn linear wood grain pattern in 5" planks will give a sleek and trendy look to a room. Trendy colors, evoking The City of Blinding Lights, go from *Manhattan* (natural), *Soho* (Brushed), *Greenwich* (Brushed) to *Broadway* (brushed) and are characterized by their rich and modern textures. For many years, the unique appearance and style that white oak can offer has been very popular in Europe. The North American regions are now experiencing the same demand.

These new products will be unveiled at the Surfaces Convention in Las Vegas on January 24-26, 2012. Preverco products are only available at specialized floor coverings stores and hardwood retailers. These specialists are the most knowledgeable in the industry to help consumers make wise decisions when it comes to hardwood flooring.

About Preverco

Established in 1988 in Quebec, Canada, Preverco is a leading manufacturer of high-end hardwood flooring, offering the widest variety of species, colors, widths and grades, as well as the highest-quality finishes. Its reputation for excellent customer service, continuous quality, constant innovation and dependable delivery is impeccable in the industry.

For more information about Preverco's complete line of hardwood floors, contact Preverco at 1-866-890-WOOD or visit its Web site at www.preverco.com.

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