



January 19, 2010

DALYN'S NEW SHOWROOM HONORED IN MAGNIFICENT CARPET AWARDS
*Showroom reflecting new brand and 2010 rug introductions wins a best visual award
at the Atlanta Market*

DALTON, Ga. - Dalyn, the world's largest custom rug manufacturer, won Best Visual Merchandising for a showroom on the 6th floor at the Atlanta International Rug Market. The award, part of the Magnificent Carpet Awards, is given to the showroom that represents excellence in product presentation.

Dalyn's newly expanded 6,000 sq. ft. space highlighted its dramatically expanded line of custom rug collections and value-oriented stock products, while bringing attention to the simplicity of custom rug ordering with Dalyn. A custom rug can be created through the website by retailers via Dalyn's new Virtual Custom Rug Builder or by viewing the designs and color swatches in store and ordering via fax or phone. Customers receive a great quality rug at a great price with a two-week turn around time.

Dalyn's showroom also reflected its new brand identity, "Beauty Beyond the Surface." The new identity focuses around the rugs having beauty in the designs, beauty in the simplicity of the program, beauty in the making of the rug and beauty in working with a company of character like Dalyn.

The award was presented at an industry gala on Saturday, Jan. 9, 2010 during the Atlanta rug market.

For 30 years Dalyn has established a reputation as a dependable manufacturer of rugs. As the industry's leading manufacturer of custom rugs, Dalyn ships custom orders in two-weeks. Innovation extends into the categories of machine woven, hand-tufted and printed rugs. That is what we call Beauty Beyond the Surface. For more information, visit www.dalyn.com.

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