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**DALYN ANNOUNCES NEW BRAND IDENTITY**  
*New Identity reflects "Beauty Beyond the Surface"*

**DALTON, Ga.** - Dalyn, the world's largest custom rug manufacturer, introduces a new brand identity. The new identity is intended to be a reflection of the experience, innovation and passion of the company.

"Through our 30 years of experience, we've been able to revolutionize the custom rug ordering process," says David Adams, executive vice president at Dalyn. "We've taken a product that has always been desirable, but stigmatized as complicated and slow, and have made it affordable, simpler and faster for both the retailer and consumer."

The process of creating a custom rug from Dalyn is simple. The 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. Dalyn offers great quality rugs at great prices with a two-week turn around time. Dalyn Rugs are also made in the USA.

The new identity focuses around the rugs having "Beauty Beyond the Surface," meaning 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 like Dalyn.

"The Dalyn difference is the Dalyn attitude, says Adams. "We're focused on our customers with a can do attitude. That's a great testament to the type of company we are. We care about what we're doing."

The new brand is supported by the introduction of a dramatically expanded line of custom rug collections and value-oriented stock products. Eight new custom collections and six new stock collections will be introduced at the Atlanta International Rug Market in Dalyn's 6,000 sq. ft. space located at 6-C-5. Additional product introductions will be throughout 2010.

Dalyn's new brand also includes new deck boards, rug labels, brochures and an updated, user-friendly website. The new website will have informational pages for consumers to learn more about Dalyn and its products, and a retailer login that will

grant them access to the Virtual Custom Rug Builder, and allow them to view the running line collections. The new website will be completed in January 2010.

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](http://www.dalyn.com).

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