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**FOR IMMEDIATE RELEASE**

**JOHNSONITE® EXPANDS OPTIMA PALETTE WITH THIRTEEN MARKET-DEVELOPED COLORWAYS**

**CHAGRIN FALLS, OHIO, February 7, 2007** – Johnsonite®, provider of the world's most integrated high performance flooring system, announced the expansion of the Optima homogeneous sheet and tile line by thirteen new colors developed through extensive research in the architect and design community.

“Optima has been a successful line in both North America and Europe, yet there was a definite need to add colors, especially for the key healthcare and education segments,” stated Sharon Folliard, Johnsonite’s vice-president of design and development. “After spending significant time with designers throughout the country, we are confident that this expanded palette will become a valued standard for the foreseeable future. Especially important are the new neutrals, part of our Color Foundation System, six neutral palettes available across the full Johnsonite system that allows you design any space with confidence.”

The new colors bring the complete Optima palette up to 44 colors in rolls and tiles with corresponding welding rods.

Optima is part of the larger Johnsonite family of homogeneous products with unique and proven iQ Construction, which means no wax or polish necessary for the lifetime of the floor. iQ Construction is a composition of innovative ingredients and polyurethane reinforcement that contribute to its unique easy-cleaning characteristics. This leads to a measurably enhanced ROI, saving up to 30% on maintenance costs and 50% on water, detergent and energy consumption. Optima also has FloorScore certification indicating that they contribute to good indoor air quality in order to protect human health.

Optima is part of the expansive Johnsonite coordinated and integrated high performance flooring system which includes rubber, linoleum, homogeneous and heterogeneous vinyl, stairwell solutions, finishing borders, transitions and other finishing accessories. This system is

modeled after all good design paradigms, uniting function and aesthetics to help you create efficiencies that pay off for the end-user in real lifetime return.

Johnsonite, headquartered in Chagrin Falls, Ohio, is the leader in flooring solutions that integrate design, function and life-safety, leading to enhanced productivity in high performance environments. Sales, manufacturing operations and product distribution are located throughout North America. For more information on Johnsonite products and systems, call (800) 899-8916 in the United States and (800) 661-2162 in Canada or visit Johnsonite at [www.johnsonite.com](http://www.johnsonite.com).

Johnsonite is a Tarkett Company. Tarkett was founded over 130 years ago and is now the largest resilient manufacturer in the world with over 28 production centers, sales of about 1.6 billion € (1.9 billion US\$) in more than 100 countries and over 7000 employees. Its comprehensive product lines are known throughout the industry for innovation, excellent design and high quality. The corporation's core businesses are segmented into two divisions, commercial and residential. The core products include resilient flooring, including linoleum, wood, and laminate floor products for residential and commercial applications. In North America the commercial products are marketed under the brand names Tarkett<sup>®</sup>, Azrock<sup>®</sup>, by Tarkett, and Expressions<sup>™</sup> by Tarkett. For further information visit Tarkett at [www.tarkett.com](http://www.tarkett.com).

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