



**Contact:**

**Nicki Rayburn (706) 272-4961**

[nicki\\_rayburn@mohawkind.com](mailto:nicki_rayburn@mohawkind.com)

**FOR IMMEDIATE RELEASE**

**MOHAWK PARTNERS WITH REAL SIMPLE MAGAZINE FOR POPULAR CONSUMER EVENT**

DALTON (September 14, 2011)— Mohawk continues to assert itself as the industry's most fashion-forward flooring manufacturer. Real Simple, one of the most popular consumer magazines for women, invited Mohawk to participate in its exclusive subscriber event. Known as the end-of-summer's hottest cocktail party, Real Simple Nights was recently held at an upscale Chicago mall and has generated continued interest in Mohawk Flooring.

"Participating in events like Real Simple Nights shows consumers that we really believe in the Mohawk brand and are willing to invest in it," explained David Duncan, Vice-President of Marketing at Mohawk. "Real Simple's readers were able to interact directly with Mohawk's outstanding flooring products and see that we fit well with every lifestyle—whether she is a trendy single, busy working mom, or someone in between."

Mohawk spokesperson and interior designer Taniya Nayak was on hand for the fun event. She consulted with ladies one-on-one, offering practical design tips and style advice from the floor up, as well as discussed the powerful stain and soil resistance of Mohawk's revolutionary SmartStrand with DuPont Sorona carpet. Nayak is one of the nation's most popular interior designers with successful shows currently airing on both HGTV and The Food Network.

Additionally, those who attended Real Simple Nights were able to see the power of Mohawk's FloorCare Essentials first hand. FloorCare Essentials is Mohawk's specially engineered, all-natural cleaning maintenance system that includes the following products: Carpet Stain Remover, Odor Eliminator, Hardwood & Laminate Floor Cleaner, and Tile & Grout Cleaner.

"The FloorCare Essentials line was a huge hit at Real Simple Nights," added Duncan. "The ladies loved that these products help maintain the original beauty of the floor without endangering the health of their family and pets."

Real Simple magazine always attracts a wide range of high-profile brands for its Real Simple Nights event. In addition to Mohawk, this year's participants included Sally Hansen, Haagen-Dazs, Rhone Valley Wines, and Barely There.

For additional news and other important information regarding Mohawk Flooring, retailers should visit [www.MohawkToday.com](http://www.MohawkToday.com).

**About Mohawk Industries, Inc.**

Mohawk is a leading supplier of flooring for both residential and commercial applications. Mohawk offers a complete selection of carpet, hardwood, ceramic tile, laminate, stone, vinyl, rugs and other home and business products. These products are marketed under the premier brands in the industry, which include Mohawk, Karastan, Columbia, Century, Dal-Tile, American Olean, Quick-Step, Lees, Bigelow and Durkan. Mohawk's unique merchandising and marketing assist our customers in creating the consumer's dream. Mohawk provides a premium level of service with its own trucking fleet and over 250 local distribution locations.