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DAL-TILE CORP. UNVEILS INDUSTRY-FIRST OUTSTAND TECHNOLOGY; NEW GLAZED PORCELAIN COLLECTIONS ARE SURFACE WEAR RESISTANT, STAIN RESISTANT AND ANTIMICROBIAL

The new collections, Colour Scheme and Urban Tones, are the first to feature OutStand Technology which contains Mircoban Technology; Dal-Tile Corp. has been awarded the exclusive rights in North America to manufacture tiles with Microban

Dallas, November 2, 2009 – Dal-Tile Corp., the largest U.S. manufacturer and distributor of ceramic tile and natural stone, has launched its new OutStand Technology™, a patent-pending glaze technique that provides tile with unparalleled surface wear and stain resistance while infusing the tile with Microban® Antimicrobial Technology (Microban), which provides a permanent layer of protection from stain- and odor-causing bacteria. Dal-Tile Corp. has been awarded the exclusive rights in North America to manufacture tiles with Microban.

Additionally, tiles made with OutStand Technology contain some of the highest pre- and post-consumer recycled material contents (RMC) in the industry, which may help building and remodeling projects achieve credits and/or points in a variety of green building programs, such as LEED.

As part of the launch, Dal-Tile Corp. has unveiled two new product collections under the Daltile and American Olean brands that are the first to be manufactured with OutStand Technology: Daltile's Colour Scheme and American Olean's Urban Tones. The new collections are American-made and contain more than 60% RMC, including post-consumer recycled glass.

“Our objective is to manufacture the most innovative and sustainable products in the marketplace today,” said Lori Kirk-Rolley, senior marketing director for Dal-Tile Corp. “Our Color Scheme and Urban Tones’ product collections contain more than 60% pre-consumer

recycled materials content, more than any other glazed porcelain tile in the industry, and are scratch- and stain- resistant, and contain antimicrobial protection.”

During the manufacturing process, OutStand Technology’s patent pending glaze technique creates a crystalline-shield-like protection, which results in superior surface wear resistance. This protection will last the life of the tile, never needing to be reapplied and making the tiles perfect for heavy commercial applications. Tiles with OutStand Technology also have a high wet coefficient of friction, and are frost and chemical resistant.

One of the key ingredients in Dal-Tile Corp.’s new OutStand Technology is Microban. On an unprotected surface, bacteria can double in number every 20 minutes. However, Microban protection works continuously to keep tile surfaces cleaner, longer by inhibiting the growth of stain- and odor-causing bacteria. Additionally, unlike other antimicrobial agents on the market, Microban doesn’t require UV light to be effective. It won’t wash off or wear away, giving designs an added level of durable, long lasting protection.

“The Microban protection additive makes the Colour Scheme and Urban Tones collections a great fit for use in education, healthcare, hospitality and other high traffic environments where germ protection is a concern,” said Kirk-Rolley.

Additionally, depending on the building site, Colour Scheme and Urban Tones may help projects earn additional points in some green certifications for materials transportation, because they are manufactured in Dal-Tile Corp.’s state-of-the-art plant in Muskogee, Oklahoma. Also, since some government-funded projects or contracts mandate the use of American-made products, Colour Scheme and Urban Tones field tiles meet that requirement.

The new Colour Scheme and Urban Tones collections have been certified by the Porcelain Tile Certification Agency (PTCA). Some foreign imports entering the market today

claim to be porcelain tile, but do not actually meet the U.S. standards for porcelain, putting those who specify tile at risk of choosing an inferior product for their projects. PTCA protects them by guaranteeing the products specified are, in fact, porcelain tiles.

New Product Introductions:

Daltile's Colour Scheme – Glazed Porcelain Floor Tile

Colour Scheme is a glazed porcelain floor tile that pairs a sleek, contemporary look with the high-performance and eco-friendly benefits of OutStand Technology, which includes the Microban Technology.

The new collection is available in a wide color palette, including 12 solid colors (Arctic White, Black, Urban Putty, Biscuit, Uptown Taupe, Desert Gray, Suede Gray, Galaxy, Cityline Kohl, Artisan Brown, Garden Spot and Luminary Gold) and 11 “salt and pepper” colors (Arctic White Speckle, Black Speckle, Urban Putty Speckle, Uptown Taupe Speckle, Desert Gray Speckle, Suede Gray Speckle, Galaxy Speckle, Cityline Kohl Speckle, Artisan Brown Speckle, Garden Spot and Luminary Gold Speckle). Colour Scheme is available in three modular field tile sizes (6”x 6”, 12”x 12” and 18”x 18”) and is designed to coordinate with Daltile's Keystones floor and wall mosaic tiles and Semi-gloss and Modern Dimensions wall and mosaic tile collections, as well as mosaics that feature the same colors. A full commercial trim package completes the collection and is available in all solid colors.

Color Scheme's high recycled materials content (more than 60%), including post-consumer recycled glass, as well as domestic manufacturing location, may help building and remodeling projects achieve credits and/or points in a variety of green building programs, such as LEED.

Colour Scheme is suitable for floors, walls, backsplashes, countertops and pool lining in both residential and commercial settings, as well as exterior walls in freezing and non-freezing climates.

American Olean's Urban Tones – Glazed Porcelain Floor Tile

Urban Tones is a stylish, modern glazed porcelain floor tile that is infused with the high-performance and eco-friendly benefits of OutStand Technology, which includes the Microban Technology.

The new collection is available in a wide variety of colors, including 11 solid colors (Designer White, Black, Biscuit, Mushroom, Light Smoke, Smoky Quartz, Cappuccino, Artichoke, Bimini Blue, French Roast and Nutmeg) and nine “salt and pepper” colors (Designer White, Black, Biscuit, Mushroom, Light Smoke, Smoky Quartz, Cappuccino, French Roast and Nutmeg). Urban Tones is available in three modular field tile sizes (6”x 6”, 12”x 12” and 18”x 18”) and is designed to coordinate with American Olean's Urban Canvas, Bright and Matte wall tile collections, as well as mosaics of the same colors. A full commercial trim package completes the collection and is available in all solid colors.

Urban Tone's high recycled materials content (more than 60%), including post-consumer recycled glass, as well as domestic manufacturing location, may help building and remodeling projects achieve credits and/or points in a variety of green building programs, such as LEED.

Urban Tones is suitable for floors, walls, backsplashes, countertops and pool lining in both residential and commercial settings, as well as exterior walls in freezing and non-freezing climates.

About Dal-Tile Corp.:

Dal-Tile Corp., a division of Mohawk Industries, is the largest manufacturer, distributor and marketer of ceramic tile and natural stone in North America. Headquartered in Dallas, Texas, the company has more than 7,000 employees at its North American facilities and sells its products through a network of more than 250 company-owned sales service centers, independent distributors and leading home center retailers nationwide.

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Images and samples are available upon request.

To learn more about Dal-Tile Corp.'s OutStand Technology, Colour Scheme and Urban

Tones, please visit www.daltile.com/outstand.

Dal-Tile Corp. is a proud member of the U.S. Green Building Council.