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## Press Release

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### FAUS GROUP, INC. LAUNCHES CONSUMER ADVERTISING CAMPAIGNS

Calhoun, GA – In an effort to further strengthen their position in the marketplace, Faus Group, Inc. (“Faus”) is announcing the launch of their first consumer advertising campaign during the Surfaces 2007 show in Las Vegas.

National campaigns in Cottage Living, Elle Décor, Metropolitan Home and O At Home will begin running in the March issues. Fausfloor® will be positioned as **Beautiful. Realistic. Faus.** in these popular shelter magazines.

Faus will run full color, full page advertisements in each of these magazines throughout the year. The advertisements are uniquely designed to focus on Faus’ patented surfaces technologies, such as Embossed-In-Register® and MicroBevel®.

“The magazines we’ve selected for this first phase are very much like our products - high end, premium magazines that are geared towards a specific audience,” said Traci Powell, director of marketing. “They are stylish and fashion-forward and are perfect mediums for us to promote our Fausfloor® brand. We are very excited to offer our dealers and distributors another way to promote stronger brand recognition.”

Faus Group, Inc. is a global leader in design and technology innovation. Faus manufactures products designed to meet consumer demands for laminate flooring and moldings of the highest level. Always a step ahead, Faus brings advanced expertise to the laminate floor industry by offering patented products and features that take laminate flooring to the next level.

For more information about Faus products and technologies, please visit [www.fausfloor.com](http://www.fausfloor.com) and [www.fausfloor.com](http://www.fausfloor.com).

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