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828 INTERNATIONAL STRENGTHENS ITS PRESENCE IN KEY MARKETS

GREENVILLE, SC, April 13, 2007—A challenging floor covering retail climate is not enough to slow down 828 International. In fact, the company is just coming off its best market season and is preparing for further growth by increasing its sales team.

“The New York, Atlanta and Surfaces markets went extremely well for us”, says Tom Morris, National Sales Manager for 828 International. “Although retail times are less than favorable, people are still shopping for value, performance and fashion—three needs 828 International excels in meeting. This makes it an opportune time to gather strength by expanding our presence in key markets.”

828 International has tapped three seasoned salespersons who will focus on increasing the company’s sales and market share in targeted areas. Effective immediately, Cliff Christenson will cover Colorado and Wyoming; David Kraus will handle Northern New Jersey and Albany, New York; and Steve Cummins will service San Francisco and Northern California.

❖ **Cliff Christenson**—Christenson comes to 828 International with more than 20 years experience in the carpet and rug industry. He has representing for a number of

manufacturers and importers in the commercial and residential segments, including Oriental Weavers and Surya.

- ❖ **David Kraus**—Kraus is a veteran of the retail sector. Prior to 828 International, he spent 27 years with A. Kraus & Son in Bayside, NY—a family-owned and operated floorcovering and interior decorating business that succeeded through three generations.
- ❖ **Steve Cummins**—Cummins has represented the San Francisco / Northern California area for more than 11 years. He began his floor covering career with Fabrica, where he spent five years in sales. In 2001, Cummins launched his own agency and continues to successfully service the Western territory for residential carpet and rug clients.

“The addition of Christenson, Kraus and Cummins gives us a strong, well-rounded team that is ready to take advantage of current, and future, opportunities.” adds Morris. “All are exceptionally talented individuals who have solid reputations in their respective territories. We are pleased to have them join us in moving 828 International ahead.”

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