



For Immediate Release

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Armstrong™ is First Hardsurface Flooring Company to Introduce EcoScorecard™ to Evaluate Products' Environmental Contributions Quickly and Accurately

Chicago, IL, November 6 – Armstrong™ Commercial Flooring introduces EcoScorecard™, a time-saving, Web-based tool for the green building industry that allows users to quickly search, evaluate and document Armstrong products' environmental contributions according to key industry rating systems.

The software analysis package, developed by Viridity, a company that specializes in the application and implementation of sustainability to the real estate, design, and construction industries, provides rating contribution analysis and compliance calculations important to the commercial building and design community, including:

- USGBC LEED® Rating Systems (all balloted rating systems)
- Canada Green Building LEED Rating System
- GGHC Green Guideline for Health Care
- CHPS Collaborative for High Performance Schools
- LABS21
- NAHB Green Home Standard

EcoScorecard produces the environmental documentation necessary for submission in each rating system, and provides a project area for each user to store information for reference or sharing. Users can select products by product characteristics, environmental rating system or simply search Armstrong's entire product offering.

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“The biggest advantage of EcoScorecardSM is that it does the environmental evaluation for the user,” explains Martin Flaherty, founding partner, Viridity. Through the embedded algorithm, a user enters the quantity of the product desired, price per unit and zip code of the product, and the EcoScorecard does the rest. Within seconds the EcoScorecard produces a results page showing how the individual product contributes to the key industry rating system criteria with precise accuracy.

Many federal and state governments, cities, universities and a growing number of private sector construction owners have declared green buildings to be their standard for procurement; it’s a true paradigm shift in the commercial construction industry. “We’re seeing exponential growth in green building as an important and potent force,” says Randy Gablehouse, general manager, Armstrong Commercial Sales. “Designers and building owners have to ask not only about the intrinsic characteristics of a product, but also how it’s manufactured and sourced, how it gets to the end user, what it takes to maintain it, and what happens to it at the end of its useful life. EcoScorecard is designed to provide fast and accurate answers to these questions – no green washing, just the facts.”

“EcoScorecard presents Armstrong’s entire product portfolio and performs the calculations without having to check-in with a sales rep or wait for an email or faxed response,” adds Flaherty. Users can create password protected project folders and store search information for later use.

“Decision-making tools such as these are just a few of the ways we demonstrate Armstrong’s determination to remain the industry’s most trusted resource for environmental information and green products,” says Gablehouse.

For more information, visit www.armstrong.com.

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About Viridity

Viridity, Inc is an environmental communications firm that develops tactically focused software applications and provides strategic consulting services to companies operating in the building industry. Based in Atlanta, GA, Viridity works with corporations to deliver applications and services that affect tangible and measurable change.

EcoScorecard is a service mark of Viridity, Inc.

About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2006, Armstrong's consolidated net sales totaled approximately \$3.4 billion. Based in Lancaster, Pa., Armstrong operates 48 plants in 10 countries and has approximately 13,000 employees worldwide. For more information, visit <http://www.armstrong.com>.

Armstrong Floor Products and its powerhouse family of brands – Armstrong, Bruce® Hardwood Floors, Armstrong™ Hardwood Flooring and Robbins® Fine Hardwood Flooring – offer the most extensive portfolio of flooring products available, including branded vinyl, laminate, Genuine Linoleum™, hardwoods and ceramics for residential and commercial applications. Armstrong resilient products are recognized for contributing to indoor air quality through FloorScore™, a new voluntary certification program administered by the Resilient Floor Covering Institute (RFCI) that identifies flooring products that meet stringent air quality requirements for low-emitting building materials. More information about Armstrong is available on the Internet at <http://www.armstrong.com>.

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FloorScore is a trademark of The Resilient Floor Covering Institute.

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