



For Immediate Release

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Armstrong Sample Reuse Program Extends Life of Merchandising Materials and Returns Them for Reuse

CHICAGO, IL, November 6 – SmartSample™ is a new comprehensive program from Armstrong™ Commercial Flooring designed to reduce the impact that its marketing communications has on the environment.

“We believe that our environmental impact extends beyond the product, and into every area in which we touch the customer, such as product samples or literature pieces. The sample reuse program allows users to extend the life of their merchandising materials and return them for reuse when they’re finished with them,” says Kent Clauson, manager, Commercial Marketing.

SmartSample is part of a broader effort which also includes the following:

- Reducing the use of paper through a variety of electronic communication tools, including:
 - The most comprehensive Web site in the industry
 - Electronic versions of all literature pieces for viewing and downloading
 - Armstrong Source Guide on CD
 - Web-based EcoScorecardSM provides easy documentation for key industry rating systems
- Use of FSC-Certified paper in the production of all printed materials
- Merchandising materials are all recyclable and contain recycled content

In addition, the entire Commercial Flooring catalogue, as well as the Installation Instruction companion guide, is now offered electronically in a convenient CD format which in itself eliminates more than 550 pages of written materials. Users easily can click on the specific product, maintenance or installation section in which they are interested and go directly to those pages. The CD case also is manufactured from FSC certified paper.

To replenish samples, visit armstrong.com/ordersamples; to return items for reuse visit armstrong.com/samplereuse.

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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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