



ALL TOGETHER BETTER.

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Armstrong is excited to extend our Exclusive Web Benefits Program to you. A customized lead referral program that promises to deliver prospective flooring customers to your showroom; this is an opportunity you will not want to miss.

In addition to the in-store merchandising display and product benefits available to you as a Portfolio Plus member, you can now take advantage of our Exclusive Web Benefits by enrolling in our new program. All we need is your email address!

The Armstrong Web Benefits Program is designed to provide you with:

- Priority Positioning on our website – With over 300,000 unique visitors each month, it is the most visited website in flooring.
- Qualified Leads – When you agree to participate in our lead program, you will begin to receive inquiries from consumers who have been to our site and have completed a detailed consultation form. This form will provide you with specific information that will allow you to be able to curtail your sales presentation to best meet the consumer's needs.
- Participate in Future Web Promotions – The web allows us to communicate new product introductions and promotions more efficiently, and effectively, thus allowing us to provide more robust product discounts onto you.

In order to take advantage of these great benefits, simply go to the web address below, enter your email address, your Armstrong dealer ID number and follow the simple on-screen instructions. It's that easy.

www.armstrong.com/portfolioplusemail

As always, thank you for your continued support of Armstrong!

