

LONSEAL

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LONSEAL SHINES WITH SILVER AT NEOCON® 2008

Best of NeoCon Accolade Honors Company's Commitment to Performance, Style

CARSON, CALIF., June 18, 2008 – Still glowing from the glory of its successful showing at NeoCon® 2008, Lonseal, Inc. took home the silver level Best of NeoCon award in the surfacing category for LonElements Sahara, its newest resilient flooring and vertical surfacing product. Inspired by the sun-baked textures and natural, earth-toned colors of the desert, LonElements Sahara was also recognized with a Citation of Excellence from *Buildings* magazine's annual Product Innovation Awards in the workplace aesthetics category.

"LonElements Sahara has been an exciting exploration of texture and color," said Takashi Abe, president and chief operations officer of Lonseal. "The industry's recognition of Lonseal and LonElements Sahara at NeoCon is a testament to our continued success in providing our customers with the industry's most striking solutions in durable and flexible surfacing."

A Desert's Design Inspiration

Featuring a rubbed-in printed pattern that forms an inverted leather aesthetic, LonElements Sahara's textural allure is indicative of seemingly random tracks in the sand and satisfies both lustrous and understated visual appeals for interiors with broad design parameters.

As a desert's environment adapts to nature's random elements, design solutions must also adapt to a variety of interior needs and specifications. The finish and print of LonElements Sahara can be selected and tailored to create countless design possibilities for distinctive decors. Surface colors are available in eight tones drawn directly from nature's color wheel of beiges, golds and burgundies. An ode to the deep, opulent hues and shades of a Nomad's terrain, LonElements Sahara easily coordinates with any Lonseal product for ultimate adaptability, including Lonseal's Lonwood Natural, Lonwood Dakota and Lonbead vertical surfacing products.

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Seamless Sustainability

Paying tribute to the natural multi-tiered design of sand dunes, the surface of LonElements Sahara inseparably features its embossing, texture and scale. This protective first layer is easy to clean and provides maximum resistance in environments where there are increased abrasions, while a middle layer provides dimensional stability and sound-absorbing properties. Its bottom layer, which is molded to the backing cloth, provides stabilization. LonElements Sahara is rated Class B, in accordance with the National Fire Protection Association's (NFPA) 101 Life Safety Code. The code cites minimum requirements in building design, construction, operation and maintenance that will protect occupants from fire- and smoke-related dangers. LonElements Sahara has a flame spread index of less than 75 and a smoke density index of less than 450, both standards in accordance with the NFPA's Standard Method Test of Surface Burning Characteristics of Building Materials (also known as ASTM E-84).

Lonseal's heterogeneous sheet vinyl is composed of more than 35 percent pre-consumer recycled content. Helping designers achieve more environmentally friendly space, Lonseal's surfacing materials are constructed with GreenAir™ technology to emit low VOCs and can contribute to LEED points (4.1 and 4.2). Lonseal products are approved by the GreenMedic™ JIS Z 2801 standard test and, as part of the GREENGUARD Microbial Resistance Listing Program, are proven to resist the growth of mold.

Celebrating 35 years of leaving an impression on commercial industries worldwide, Lonseal, Inc. is a designer and manufacturer of resilient flooring and vertical surfacing products, many featuring innovative embossing patterns. Through Lonseal's GreenVinyl™ initiative, the majority of the company's products have been reformulated to contain more than 35 percent pre-consumer content and, through its GreenAir™ technology, products emit low VOCs. Ensuring adherence to the industry's highest environmental standards, the company's surfacing materials are GREENGUARD certified and can contribute toward LEED® points (4.1 and 4.2). Additionally, Lonseal products are approved by the GreenMedic™ JIS Z 2801 standard test and, as part of the GREENGUARD Microbial Resistance Listing Program, are proven to resist the growth of mold. Servicing a range of commercial applications including healthcare, educational, recreational, fitness, corporate, retail and hospitality, Lonseal's products in the United States are distributed through architects, designers and contractors nationwide. For more information, visit www.lonseal.com or call 310-830-7111.

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