

Press Release

For Immediate Release

ContactRita Coltrane
Topline Momentum
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Denver, CO. August 1, 2009 – Every day, but especially during these tough economic times, Carpet Connection responds to an unmet need in the Denver market - increased value: and announces their recent expansion to include two additional account managers, Troy Baum and Angie Norkus.

The expansion will provide additional flooring specialists for in-home and on-the-jobsite personalized selection of flooring to the residential and construction industry, including builders, investors, realtors and interior designers.

In comparison to sales staff reductions across the industry, Carpet Connection's low overhead model, as opposed to the costly showroom strategy of "big box" carpet stores, has provided a nimble and cost effective model to fuel Carpet Connection's growth. The increased demand is a clear message of support from the industry for Carpet Connection's unique full service offering, that includes on-site personalized selection through expert installation. Carpet Connection uniquely accepts credit cards, installs premium carpet pad for every customer (no exceptions), offers customers free carpet samples and a 50-year warranty on installation.

In announcing the growth, Shelly Thoman, Executive Officer of Carpet Connection, said "Our unique customer service model starts at a customer's home or on a job-site, with a grassroots, personal connection with our customers. We are big enough to partner with the best mills, such as Mohawk, Shaw, Gulisan, Beaulieu and Royalty, and impact the marketplace with superior price, quality and service. And we are small enough where relationships and the personal touch is prevalent in every aspect of our business.

Carpet Connection is a woman-owned, full service flooring sales and service company with headquarters in Aurora, CO.

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