

FOR IMMEDIATE RELEASE

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**CW FLOORS AND HABITAT FOR HUMANITY OF
SAN ANTONIO
ANNOUNCE NEW PARTNERSHIP TO HELP
LOCAL LOW-INCOME FAMILIES**

***San Antonio's Largest Retail Flooring Company Launches
New Brand and Focus for 21st Century With Community Effort
That Will Help Needy Families in Bexar County***

SAN ANTONIO -- One of San Antonio's oldest family-owned businesses and the San Antonio affiliate of the world's most recognized non-profit homebuilder will join forces in the coming year to help nearly 60 low-income families realize the American dream of home ownership.

As part of a public roll-out of its new name and brand for the 21st Century, Carpet World – now known as CW Floors – announced its commitment to provide nearly \$100,000 (approximately 70,000 square feet) in high-quality flooring for 58 houses to be built by Habitat for Humanity's San Antonio affiliate in 2011.

The partnership was announced at the current Habitat for Humanity build site in the Palo Alto subdivision, where many houses are currently under construction. These houses feature three- and four-bedroom styles up to 1,150 square feet.

"It is an honor to partner with an organization that has given so much to so many in San Antonio and around the world," said Jeff de Rojas, president and chief operating officer of CW Floors, which is the city's largest retail flooring company.

"As a family –owned business for more than 40 years, we understand and appreciate Habitat for Humanity's mission of building better lives for families.

Our commitment to this great organization is our way of supporting an important

community effort, giving back to this city that has helped us succeed for more than 40 years, and launching our own re-energized mission with a new brand and business model for the future.”

Dennis Bechhold, president and CEO of Habitat for Humanity of San Antonio, said the partnership with CW Floors will help the organization to complete 58 new homes in 2011. He said it will also further the non-profit organization’s mission to help families experience the joy and pride that come with home ownership – ultimately building better lives and creating a stronger community. “We are very thankful for this generous show of support for our mission,” he said. “We have been blessed to partner with some of San Antonio’s most established and community-minded businesses over the years and we are delighted to welcome CW Floors into the Habitat for Humanity family.”

NEW PARTNERSHIP REFLECTS COMPANY EVOLUTION

The new partnership with Habitat for Humanity is the first step toward creating a new presence for CW Floors in the San Antonio market – a process that has been in the works since 2007 when de Rojas took over the reins of the 40-year old company.

“It is really an evolution,” de Rojas said. “Through careful study of consumer trends and the very latest developments in the flooring industry, we are poised for a new chapter in what has been a highly successful business for more than four decades. A significant part of our evolution will be growing our longtime support of worthy causes in San Antonio while we grow our business to meet the market demands of the new decade.”

The company was founded in the early 1960s, eventually growing into San Antonio’s largest retail flooring company - with more than 250,000 installations to date.

In 2000, the company began experimenting with hard-surface flooring in response to a changing consumer market that was moving away from carpet and choosing materials such as hardwoods and tile.

The Feik family of businesses, headed by John W. Feik, acquired the company in 2006 and Feik's son-in-law de Rojas immediately came on board to learn all about the company and to create a strategy for its future. De Rojas was named president and chief operating officer in 2007 and immediately set his sights on expanding the privately-held company's product offerings by adding a more diverse mix of high quality flooring options – as well as a selection of window coverings, countertops and other home and office accoutrements. At the same time, he developed a new long-range vision for the company that would embrace the changing realities of the retail flooring market. He also revamped the existing company stores and built two new ones, created its first commercial sales division, and diversified and strengthened the workforce. Since the acquisition, the family has invested an additional \$2 million in the company's future.

The four-year evolution has resulted in a re-energized company with nearly 40 full-time employees, 150 contract workers, three locations in San Antonio, one in New Braunfels – and a 15 percent increase in sales over last year.

CW Floors now offers the widest range of products in its history – including hard surface flooring, quality carpeting, counter tops, window coverings and more – a greatly diversified workforce committed to customer satisfaction and retention, and a carefully crafted business model poised to remain relevant and successful in the rapidly changing economy of the new decade.

A new TV and print advertising campaign and a re-designed website will simultaneously launch today, spreading the word that the legendary family-owned business is poised for a successful new chapter in its long history.

“We have re-branded from the inside out and we are now in the final stretch toward a new identity,” de Rojas said. “We are excited about the future.”

ABOUT HABITAT FOR HUMANITY

Habitat for Humanity of San Antonio Inc. is an ecumenical Christian non-profit housing organization working in partnership with God's people in need to build simple, decent and affordable houses without interest or profit, thereby witnessing God's love in action.

The organization works with very low-income families whose total income is generally 25 to 60 percent of the area median income. Families are accepted to the Habitat program based on their need, ability to pay a zero percent interest mortgage, and their willingness to partner. Applicants must be residents of Bexar County. Families spend a minimum of 300 hours investing in "sweat equity" where they support and help build their own house and that of their neighbors. Monthly mortgage payments average \$375 to \$425.

For more information on the organization, or to volunteer, call 210-223-5203 or visit the website at www.habitatsa.org.

ABOUT CW FLOORS

Formerly known as San Antonio Carpet World, CW Floors is now part of the Feik family of businesses. With more than 40 years of history as a locally owned and operated full-service company providing total flooring solutions, it has served the needs of thousands of families, with more than a quarter of a million 250,000 installations in and around San Antonio.

With more than 430 years of combined industry experience in the sales department alone, CW Floor's consultants offer top-notch professional knowledge and service, ensuring that customers not only find exactly what they want at a price they can afford, but that they also enjoy a shopping experience that is uncomplicated and enjoyable.

CW Floors has three San Antonio locations and one in New Braunfels:

2103 N.W. Loop 410
San Antonio, Texas
210-349-1170

639 Lanark, Suite 1 (Outlet Center)
San Antonio, Texas
210-655-3040

24200 IH-10 West
San Antonio, Texas
210-696-3900

1145 N. Loop 337
New Braunfels, Texas
(830) 624-0000

For more information, visit the CW Floors website at <http://cwfloors.com>