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**Developing market-based solutions for the recycling & reuse
of post-consumer carpet**

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Voluntary Product Stewardship Program Announced for Post-Consumer Carpet

Program to financially assist sorters for carpet diversion from U.S. landfills

Dalton, Ga. – Dec. 15, 2014 – The Carpet and Rug Institute (CRI) and Carpet America Recovery Effort (CARE) announce a voluntary product stewardship (VPS) Program to assist sorters of post-consumer carpet diverted from the nation's landfills.

The VPS Program is market-based and designed to accept and manage all applicable post-consumer carpet, regardless of polymer type or primary materials or construction. The Program will provide financial assistance to qualified U.S. Sorters who divert post-consumer carpet.

"CRI is pleased to offer financial support for the VPS Program," said Dan Frierson, Chairman of the Board of CRI. "Our members are participating voluntarily as part of our government relations activities, and have committed \$4.5 million for the program's the initial year. The VPS Program will be a bridge for sorters as new technologies and applications are developed to increase market driven demand for all post-consumer carpet."

CARE will act as the stewardship organization for the VPS Program. Since 2002, CARE members have diverted more than 3.25 billion pounds of carpet from U.S. landfills.

"The VPS Program is the key next step in our mission to divert more carpet from U.S. landfills," said Brendan McSheehy, CARE's Chairman of the Board. "Sorters may use funds from the program to partner with their customers to divert carpet and recycle carpet back into useful consumer products, such as recycled carpet fiber, carpet cushion, broadloom, carpet tiles, and a wide range of plastic products".

The VPS Program is scheduled for launch in January 2015. Sorters who qualify for financial assistance can expect to begin receiving funds by the end of June 2015.

Sorters may qualify for funds by completing all required documents and submitting quarterly reports on their business results to CARE. The organization will be conducting a series of webinars beginning in December 2014 to help sorters understand the eligibility process.

For more information, visit www.carpetrecovery.org and click on the VPS tab.

About the Carpet and Rug Institute

CRI is the leading industry source for science-based information and insight on how carpet and rugs create a better environment for living, working, learning and healing. The Institute's mission is to serve the carpet industry and public by providing facts that help people make informed choices. Its best practices promote a balance between social, economic and environmental responsibility for the long term. CRI does this for its industry, yet it strives to be a model corporate citizen for all industries. Website: www.carpet-rug.org

About Carpet America Recovery Effort (CARE)

Carpet America Recovery Effort (CARE) is a voluntary, non-profit organization dedicated to increasing the landfill diversion, reuse and recycling of post-consumer carpet, through market-based solutions that benefit the economy as well as the environment.

Since 2002, CARE has diverted more than 3.25 billion pounds of carpet from landfills in the United States and promoted the use and development of products containing materials derived from carpet. CARE members include independent carpet recyclers, carpet manufacturers, dealers, retailers and suppliers and non-governmental organizations. For more information about CARE, visit www.carpetrecovery.org.

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