

Crossville's Commitment to the Environment

- Crossville produces recycled and environmentally friendly products
- Waste-water policies exceed government standards
- Crossville's EcoCycle was the first porcelain tile certified for recycled content
- Crossville's Environmental Commitment Task Force works to improve practices for efficiency and environmental impact and help establish Crossville as a leader in the tile industry

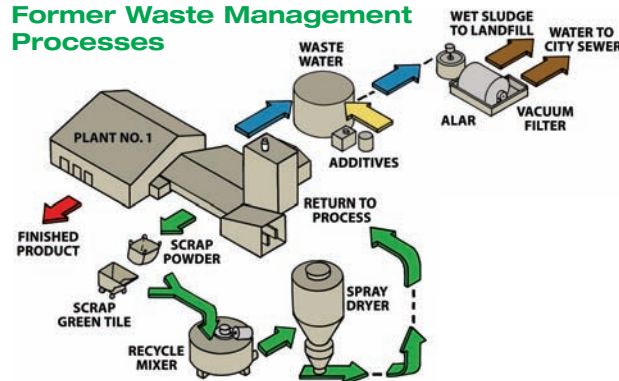


Sustainable Practices

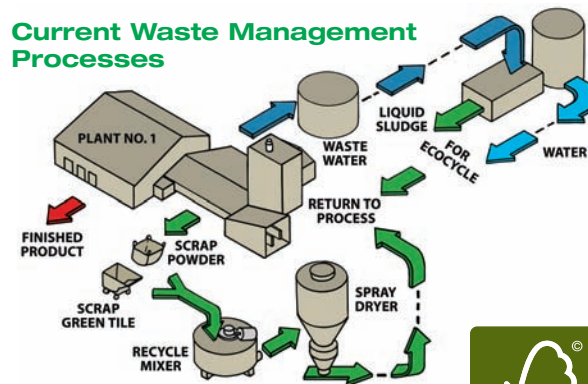
In order to minimize our impact on the environment, Crossville goes beyond offering recycled products. Crossville's sustainable operational procedures include:

- A \$2 million proprietary system that diverts 6 million pounds of post-industrial waste from landfill into manufacturing process each year.
- Printing of marketing materials at Forestry Stewardship Council certified facilities; use of soy inks and recycled paper whenever possible.
- Packaging of samples, merchandising materials and piece goods with recycled/recyclable wrapping and cushioning.
- Companywide recycling program for all office and production facility paper and plastic waste. With no formal recycling effort in the surrounding county, employees are encouraged to bring their recyclables to work for collection.

Former Waste Management Processes



Current Waste Management Processes



Crossville: A Beautifully Green Alternative.



Crossville's Commitment to the Environment

A member of the U.S. Green Building Council, Crossville, Inc. is committed to protecting the environment through our quality manufacturing processes and by offering recycled and environmentally-friendly products.



Our waste-water policies exceed government standards and we have earned several citations for effective waste-water practices. Nearly 100 percent of the water used in manufacturing is recycled back into our processes; the minimal amount that is not recaptured is returned clean to its natural habitat.

We maximize use of natural gas, a clean burning, efficient fuel, which helps alleviate negative impacts such as smog, acid rain and water pollution. Our dust collection procedures not only allow us to limit air pollution, both inside and outside our plants, but allow us to reuse unfired raw scrap materials during manufacturing. While this reuse does not constitute recycling, it does minimize landfill deposits while conserving raw materials.

Crossville's EcoCycle was the first porcelain tile certified for recycled content. Scientific Certification Systems, an independent third-party certifier of environmental claims, conducts regular audits of our innovative processes to ensure that EcoCycle is in strict compliance. Our Echo Recycled Glass tile is undergoing SCS assessment for pre- and post-consumer recycled content.



Recognizing that sound environmental policies reach beyond manufacturing processes and product offerings into all business operations, we have formed an

Environmental Commitment Task Force comprising of representatives from each of our operational units to evaluate current practices for efficiency and environmental impact and to recommend future innovations that will further establish Crossville as the environmental leader in the tile industry. In 2008, this task force will host the first Cumberland Green Summit at Crossville Inc., in order to create awareness among local and regional industries about green best practices as well as to develop collaborative sustainable efforts throughout the region.

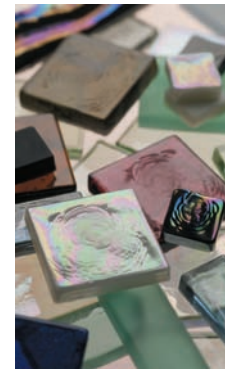
Third-party Certified Products EcoCycle

Ideal for all types of commercial and residential applications, EcoCycle by Crossville was the first porcelain tile to receive third party certification for its recycled content. With 40 percent recycled materials and eight rich, earth-inspired colors, EcoCycle is a beautifully green alternative.



Echo Glass

Crafted by artisans using centuries old techniques, Echo Glass by Crossville is both a tribute to the traditional art of glassmaking and a testament to Crossville's environmental conscience. Created in an historic manufacturing facility dating back to the 1880s, Echo Glass contains recycled content of up to 100%, depending on color. Unlike many recycled glass products, Echo Glass maintains clarity



and vibrancy in each of its 15 available colors. SCS certification pending.

Color Blox EC

Featuring the most popular colors from Crossville's most popular series, Color Blox EC has been certified recycled content of 20 percent. Large format sizes and plank shapes make Color Blox EC the ideal green design solution. Recycled content certified by SCS.



Crossville Porcelain Stone and the Environment

Created from abundant natural resources, Porcelain Stone is inherently kind to the environment. It requires no sealers or waxes and no harsh chemicals are needed for cleaning; in most cases water is all that is required for routine maintenance. According to a study commissioned by the Tile Council of North America, porcelain tile has an expected life cycle of 50 years.

Porcelain Stone can also contribute to indoor air quality. It does not emit volatile organic compounds, nor do the setting and grouting materials needed for its installation. Furthermore, Porcelain Stone will not act as a sink to absorb VOCs or other chemicals from surrounding materials. After it is installed, Crossville Porcelain Stone tile forms a completely inert flooring system that will not support bacterial or fungal growth.

For detailed information about these products, visit www.crossvilleinc.com.

Crossville's Green Timeline

- 1986** Production begins at Crossville. Unfired scrap and residual raw materials are reintroduced into the manufacturing process from the beginning.
- 1987**
- 1988**
- 1989**
- 1990**
- 1991**
- 1992**
- 1992** Crossville receives Water Pretreatment Award from City of Crossville.
- 1993**
- 1993** Crossville again recognized by City of Crossville for wastewater treatment program.
- 1994**
- 1995**
- 1995** City of Crossville recognizes Crossville for its wastewater abatement efforts.
- 1996**
- 1997**
- 1998**
- 1999**
- 1999** Crossville introduces first recycled tile product.
- 2000**
- 2001**
- 2002**
- 2002** Crossville integrates recycled content into existing product lines.
- 2003**
- 2003** Crossville introduces second product with recycled content.
- 2003** The Kentucky-Tennessee Water Environment Association awards Crossville its Pretreatment Excellence Award; this award is repeated in 2004.
- 2004**
- 2004**
- 2005**
- 2006**
- 2006** Crossville introduces EcoCycle, the first porcelain tile with third party verification of recycled content.
- 2007**
- 2007** Crossville convenes Environmental Concerns Task Force, undergoes third-party energy audit and launches companywide recycling effort.
- 2008**
- 2008** Crossville introduces Echo Glass, its artisan glass tile line with third party verified recycled content.
- 2008** Crossville hosts first Cumberland Green Summit.