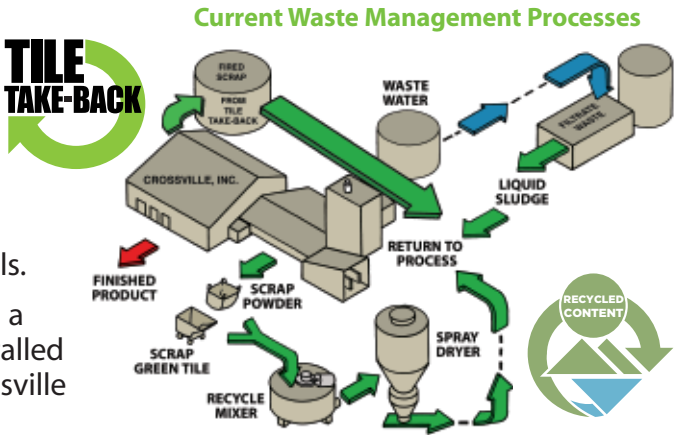




What Makes Crossville the Tile Industry's Beautifully Green Alternative?

Manufacturing

- We reuse more than 99.98 percent of water used in manufacturing. The small amount that is not reused is returned clean to the environment.
- Through our certified fired and filtrate recycling processes, we recycle approximately 12 million pounds of material that previously went to landfills.
- Crossville remains the only tile manufacturer with a Tile Take-Back™ Program, allowing previously installed tile from any manufacturer to be returned to Crossville for recycling.
- Crossville works with TOTO USA, the world's largest plumbing products manufacturer, to recycle pre-consumer waste. Crossville has developed a proprietary system of processing TOTO's sanitary ware waste back into powder used in manufacturing new tile.



Crossville consumes more waste than it generates

- In March 2011, Crossville became a net consumer of waste, meaning we recycle more waste into new products than we generate through our manufacturing processes.
- This recycling conserves resources; the volume of finished goods Crossville ships now exceeds the amount of raw materials it extracts from the earth for use in manufacturing.

TOTO®



Sanitary waste ready to be processed

Products

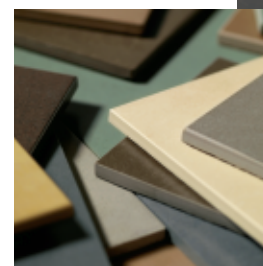
- All products manufactured by Crossville contain a minimum of 4 percent pre-consumer recycled content; with some products containing as much as 40 percent.
- Crossville's Urban Renewal and Mixology products contain 50 percent post-consumer recycled content.
- The Empire product contains 20 percent pre-consumer recycled content.
- Color By Numbers contains 15 percent recycled material.
- All recycled content has been certified by an independent third party.
- A complete list of products and their corresponding recycled content is available at crossvilleinc.com in the Sustainability section.



Urban Renewal



Mixology



Color Blox EC



Empire



What Makes Crossville the Tile Industry's Beautifully Green Alternative?

Certification Programs

- Crossville participates in the Tile Council of North America's Green Squared certification program.



SCS CERTIFIED
RECYCLING
PROGRAM
SCS-HP-02488
SCS-HP-02493

- Scientific Certification Systems (SCS) verifies Crossville's environmental claims through comprehensive auditing and reporting processes.

- Scientific Certification Systems has certified our fired and filtrate recycling processes.



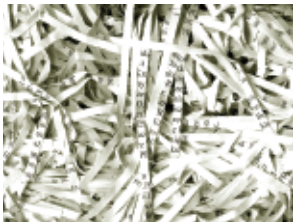
- All products manufactured by Crossville, as well as its Empire and Buenos Aires Mood products, have been certified through Floor Score to meet indoor air quality requirements.

Raw Materials Extraction

- Between 85 to 95 percent of raw materials are extracted from within 500 miles of Crossville's manufacturing facilities.
- The volume of finished goods Crossville ships now exceeds the amount of raw materials it extracts from the earth for use in manufacturing

Recycling

- Crossville has a companywide recycling program for all office and production facility paper, plastic, metal, and cardboard waste.



- Crossville recycles approximately two tons of electronic waste annually.
- Crossville has created a recycling partnership with Brown Industries, a Forestry Stewardship Council certified printer and supplier of Crossville's sample folders and boards.

- Beginning August 2011, when Brown makes a delivery to Crossville, its trucks will return loaded with Crossville's recyclable paper, which will be integrated into Brown's comprehensive recycling effort.



Marketing Materials and Sampling

- Crossville prints all marketing materials at Forestry Stewardship Council certified printers.
- Crossville packages samples, merchandising materials, and piece goods in recycled and recyclable wrapping and cushioning materials.
- Crossville offers a Sustainable Chip Kit that contains recycled and recyclable photo-realistic samples of all Crossville Porcelain Stone® products, in addition to offering sustainable samples through its Sample Express program.



ECOLABEL
N° IT/21/01



500 mile radius from Crossville facilities



Companywide recycling program



Recyclable paper ready to be picked up