FOR IMMEDIATE RELEASE

BEAULIEU CANADA LAUNCHES A RECOVERY RELIEF PROGRAM FOR SOUTHERN ALBERTA FLOOD VICTIMS

B. RECOVERED-Supporting Alberta Flood Relief 2013

ACTON VALE, QC- On July 5, 2013, Beaulieu Canada launches its Recovery Relief initiatives to help the recovery and restoraton for those areas in Southern Alberta affected by flood damage.

B.Recovered-Supporting Alberta Flood Relief 2013 is a campaign designed to aid flood-damaged Southern Alberta communities. *"We are Canadians supporting fellow Canadians and we have planned a series of national and provincial initiatives to help support our fellow Albertans during this devastating time"* says Sophie-Tanya Lupien, Vice-President Residential Marketing.

We are joining forces with our independent retailers across Canada in a national in-store campaign to raise funds for this worthy cause. ***For the next 4 months, Beaulieu Canada will donate a portion of its proceeds to the Southern Alberta Flood Relief.***

Beaulieu Canada plans to continue supporting the recovery efforts for Canadian businesses and communities in Southern Alberta throughout the rebuilding process. Our provincial initiatives include efforts that focus on helping Alberta communities get back on their feet.

About Beaulieu Canada: Proudly Canadian, with head office in Acton Vale, QC and distribution centers in Farnham, QC, Calgary, AB and Delta, BC. Beaulieu Canada is a key supplier in the residential and commercial flooring markets in North America. For over 50 years Beaulieu Canada has been an industry leader in the manufacturing and distribution of flooring products to retailers and home improvement centers across Canada. With a first-class collection of floor coverings, Beaulieu Canada guarantees its customers access to the most innovative products with the quality to match. For more information visit our website: www.beaulieucanada.com.

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Because we care, we give!