

b. Informed

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b. Promoted!

Karel Vercruyssen, President of Beaulieu Canada, promoted to CEO/President of Beaulieu America

Beaulieu Group, LLC announced a transition to dual CEOs as Dr. Ralph J. Boe, CEO of Beaulieu America, prepares his retirement from the company he has led for a dozen years. Dr Boe's retirement will be effective February 28, 2014. Beaulieu Group also announced that Karel Vercruyssen has been promoted to CEO/President of Beaulieu America, effective immediately. Previously, Mr. Vercruyssen was named President and COO of Beaulieu America in April 2012. In the interim 10 months, Dr. Boe will act as a Co-CEO, assisting Mr. Vercruyssen and the entire management team in a smooth transition.

Mr. Vercruyssen declared, "In addition to still being CEO of Beaulieu Canada, I am honored and look forward to taking the position of CEO of Beaulieu America and continuing to work with our employees, customers, board, suppliers, and communities to make this the best company for everyone involved and increase our position in the industry."

About Karel Vercruyssen

As President and COO, Mr. Karel Vercruyssen has overseen the commercial division, woven fabrics, specialty fabrics, residential and operations. Mr. Vercruyssen joined Beaulieu Canada in March of 2007 as CEO and Board Member. Mr. Vercruyssen has a University degree in Business



Engineering (Quantitative Production Management) from the Catholic University of Leuven Belgium. He has worked in different industries (semi-conductor, yarn and fiber extrusion, automotive and carpet industry) in different management positions.

b. Welcome!

Yves Labelle, appointed as Quebec Sales Director, Residential Division

Beaulieu Canada is proud to announce the nomination of Mr. Yves Labelle as Residential Sales Director for Quebec. All Territory Managers for the Quebec Residential Sales team will report to him.

With a college degree in Human Science and some Marketing courses, Yves will be an asset to Beaulieu Canada. With his work history for Quickstyle and Phoenix, Yves has more than 20 years of experience in floor covering sales of hardwood, laminate and resilient. His experience has helped him develop great sales skills in the residential and commercial field as well as product launches and development.

Beaulieu Canada would like to welcome Yves into the family!



b. Brand new and wonderful!

The new Tryesse and Essentials displays are now available

These displays with stunning visuals will attract attention in your showroom.



Tryesse Collection features:

- So soft you have to try it to believe it
- For everlasting colour
- Hardest to stain. Easiest to clean.
- Eco friendly



The Best Selling Collection includes:

All of our best sellers are conveniently grouped into one location for effective shopping.

Contact your Beaulieu Canada Territory Manager for more information.

b. Aware!

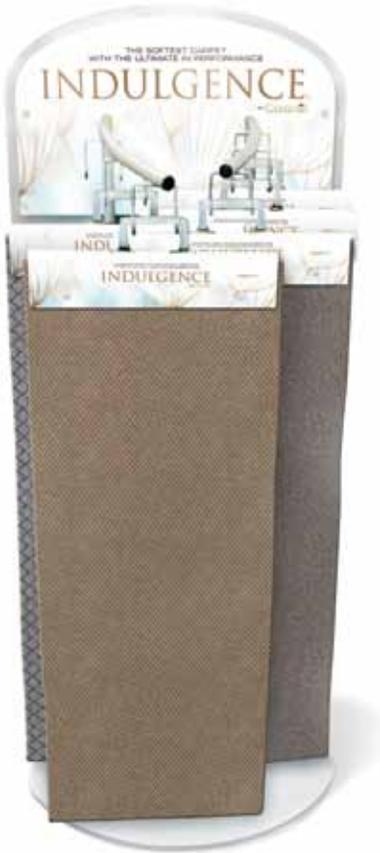
New Tryesse styles are emerging into the market

Cut pile textured 'barber pole' carpets, treated with Magic Fresh and Scotchgard.



T4287 Olivia - T4289 Landon - T3062 Milford come in a variety of beige, brown and grey with hints of blue, red and green for the most daring customers.

Available in store, in July.



INDULGENCE™

b. New!

The softest carpet with the ultimate in performance!

We are proud to present 'Indulgence' by Beaulieu. Indulgence was created to fill the need for a softer, more luxurious solution dyed nylon carpet, one that is guaranteed to outperform all other carpets.

The Indulgence Carpet Collection is built with nylon fibres, using an innovative construction which makes vacuuming effortless. Softness is the byword for this new collection and Indulgence captures it with a truer softness, a silkier softness, one that you can actually feel. Crafted of 100% PermaSoft® Solution Dyed Nylon for superior durability and styled for elegant living, Indulgence leads the way in soft carpet fibre manufacturing and breaks new ground in styling with patterns and textures so perfect they have to be walked on to be fully appreciated.

This year, don't settle for second best ... this year, Indulge.

Contact your Beaulieu Canada Territory Manager for more information.

b. New and improved!

Changes and improvements made to our luxury vinyl products

The below explains LVP/LVT flooring and the changes we have made to our products.

Floating Floor / Click (Expression and Oasis Collections):

All our LVP/LVT floating type products contain a fibreglass grid centre. The fibreglass centre helps stabilize the product against expansion and contraction. It expands and contracts because it is floating over the subfloor and temperature changes (cold and hot) cause the expansion and contraction. Without the fibreglass core the product could fail; the effect would be product distortion and also locking system issues would arise.

Dry Back (Reflection, Zone, Provence, Bella and Constellation Collections):

All our dry back LVP/LVT products are manufactured with uncontaminated, virgin vinyl. Uncontaminated vinyl is a much more stable vinyl; it will not distort and abnormally expand and contract due to extreme cold or hot temperatures.

Our dry back products are manufactured to be installed using direct glue down application, and because of this, they are as stable as the floating products with a fibreglass core.

There is no need for fibreglass to be used within direct glue down products; the virgin vinyl and adhesive help stabilize the product so no issue will occur. Several laboratory tests were conducted to confirm this.

NEW AND IMPROVED!! Beaulieu Wear Layer Surface:

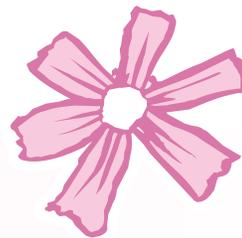
Beaulieu has researched and formulated a unique wear surface layer to be used on all our LVP/LVT products.

Our wear layer was developed for us and is proprietary to Beaulieu, containing chemistry that enhances our products above the competition.

The enhancements include:

- Anti-fungal properties
- Anti-microbial properties
- Anti-scratch properties (not scratch proof!)

So we have taken away the fibreglass core because it is not needed and we have enhanced the product three fold with our proprietary wear layer product attributes.



FONDATION
CURE
FOUNDATION
cancer du sein
breast cancer

b. Generous!

Beaulieu Canada took part in the National Denim Day



For the 11th consecutive year, Beaulieu Canada has participated in the National Denim Day, organised by the CURE Foundation, on May 14th. We collected an amount of \$865 in one single day!

Beaulieu Canada would like to thank all its participants. We all know somebody in our circle of friends or family, a mother, a sister, a colleague that is touched on different levels by this disease. This is why it is important for Beaulieu Canada to support the breast cancer research. In addition to the amount raised during

the National Denim Day, we are pleased to announce that a donation of \$35,000 from the sales profits of the Esperanza and Esperanza II collections for 2012, was donated to the CURE Foundation.

Everything you need...

Beaulieu Canada is proudly leading the way with innovative green strategies, socially responsible initiatives and fresh new thinking about its products, programs and how it supports its partners to better serve its customers.

b. Sponsored!

Beaulieu Canada proud sponsor of the equestrian competition Bromont CCI3*



The equestrian competition 'Bromont CCI3* Todd Sandler Challenge' took place at the Bromont Olympic Park from June 6th to June 9th 2013. This event has reached elite status as one of North America's most important three day event. It is the only competition of its kind in Canada, sanctioned at the three-star level by the International Equestrian Federation. As a sponsor, Beaulieu Canada designed a "Bromont CCI3 event" area rug and offered it to all the riders, officials and distinguished guests.

b. Listened!

Beaulieu Canada presents its Customer Care Centre (CCC)

As part of our company's vision, Beaulieu Canada focuses its efforts to maximize value for the company and its employees through the prosperity of our customers and in all aspects of their respective markets. Beaulieu Canada is committed to offer excellent products with consistent quality and unequalled service.

In order to support this commitment without dissociation from its customer service department, Beaulieu Canada launched their CCC (Customer Care Centre). The role of the CCC is to be neutral and objective, to receive requests for assistance and complaints in relation to recurrent situations or deemed appropriate by the customer,

without making the object of a claim. Its mission is to take charge of particular situations for which the customer needs assistance to help them find solutions.

The CCC is independent from other departments of the company and has the attributes of credibility, independence and impartiality in order to be

effective. The CCC participates in the investigation of situations and has the power to communicate the information to obtain a resolution. CCC is not defined as a customer service representative, but specifically the one who has the role to support requests for specific interventions.

We suggest you to send your questions, comments or constructive criticism not related to a claim to the following email address: ccc@beaulieucanada.ca.

b. Connected!

Beaulieu Canada is active in the social media world

www.facebook.com/beaulieu.ca



www.pinterest.com/beaulieucanada/



www.houzz.com/pro/beaulieucanada



Pinterest is one of the most popular social media in the world. It lets you organize and share all the beautiful things you find on the web on virtual pinboards.

Houzz is the leading online platform for home remodeling and design. Houzz connects millions of homeowners, home design enthusiasts and home improvement professionals across the country and around the world.