



Website: www.tileusa.com . Literature: literature@tileusa.com

FOR IMMEDIATE RELEASE:

HAROLD TURK - TCNA'S TILE PERSON OF THE YEAR

Orlando, FL (4/30/08)- Harold Turk was awarded the Tile Council of North America's (TCNA) prestigious 2008 Tile Person of the Year award during Coverings 2008 in Orlando, Florida.

Harold Turk, President of Dal-Tile Corp., has spent most of his life and career in the tile industry. He grew up learning about the tile industry from his father, a 40-year employee of Dal-Tile (then known as Dallas Ceramic Co.), who helped launch and later managed the company's Monterrey, Mexico factory.

Over the course of the past three decades, Harold rose through the company ranks to lead its largest division, the Dal-Tile Strategic Business Unit (SBU), which consists of more than 230 company-operated sales service centers. In December 2005, he was named president of Dal-Tile Corporation, for which he oversees the company's U.S. and Mexican operations.

One of Harold's most aggressive initiatives while leading the Dal-Tile SBU was to spearhead a significant strategy shift from a primarily commercially-focused brand to one that is a total market leader in servicing both residential and commercial segments.

In support of this strategy, Harold was instrumental in developing the Gallery Showroom concept, which is an upscale selection center tailored to assist customers with making product selections. Dal-Tile's complete residential collection of porcelains, ceramics, natural stone, glass and metal tiles are showcased in these galleries. Currently, there are eight gallery locations, and the company will soon open showrooms in Chicago and Manhattan.

"Mr. Turk's initiatives have inspired our industry to rethink accepted business practices," remarked Eric Astrachan, TCNA's Executive Director. "His innovative strategies have been instrumental in the success of Dal Tile and the resurgence of American tile manufacturing."

Harold has served multiple terms on the board of the National Tile Contractors Association (NTCA), as well as on a variety of industry advisory boards. He was honored with the Tile Contractors Association of America's Cesery Award in 2001, the NTCA's "Man of the Year" Award in 2002, and the Western States Ceramic Tile Association's "Professional of the Year" Award in 2002.

###

Contact: Shannon Woodmansee, Director of Membership & Public Relations
864-646-8453, Ext. 107

TILE COUNCIL OF NORTH AMERICA, INC.

100 Clemson Research Boulevard . Anderson, South Carolina 29625 . Phone: 864-646-8453 . Fax: 864-646-2821



Testing Services: testing@tileusa.com . Literature Orders: literature@tileusa.com