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FOR IMMEDIATE RELEASE

SEE THE HOTTEST DESIGNS AND LATEST TECHNOLOGY IN THE NORTH AMERICAN PAVILION

Orlando, FL (4/30/08) - Each year, thousands of professionals from every facet of the tile industry find the North American Pavilion to be the fastest, most cost-effective route to finding new products, ideas, and relationships needed to grow their businesses. Visit the North American Pavilion, and step into the winner's circle.

The North American Pavilion offers Coverings attendees the tools to keep their businesses growing - more than 87 live installation demonstrations, an Art Tile Village with 45 of the country's most recognized tile artisans, nearly 25 leading installation materials and equipment manufacturers, and the opportunity to work with the tile industry's key trade organizations.

This year will be no different. The North American Pavilion now has more than 44,000 net square feet (a 19% increase over last year) with nearly 100 companies offering the latest in tile, equipment, and installation products.

Design-savvy architects, retailers, distributors, and contractors look to TCNA members to anticipate "what's next" in glass, mosaic, porcelain, quarry, and ceramic tile trends. The North American Pavilion provides a wide range of tile styles, textures, and shapes to meet every need.

Art Tile Village Features the Hottest Tile Designs

The Art Tile Village features a wonderful collection of the creativity and handiwork of 45 TCNA art studio manufacturers. Take advantage of seeing numerous art studio tiles displayed in the two Art Tile Village courtyards. Sit on tiled benches, and enjoy listening to the soothing sounds of water flowing in decorative tile fountains. Also, don't miss the Tile Council members on the Avenue of the Artisans adjacent to the Art Tile Village.

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TILE COUNCIL OF NORTH AMERICA, INC.

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87 Live Installation Material Demonstrations – Learn the Latest Technology

Take the lead with education! This year, the North American Pavilion will feature two live installation demonstration stages with 87 presentations from 19 TCNA members and the National Tile Contractors Association (NTCA). Speakers from NTCA, Ardex Engineered Cements, Bonsal American, Bostik, Inc., Custom Building Products, Dodge-Regupol, DuPont/StoneTech Professional, Easy Heat, ECOPE International, Fin Pan, Inc., Laticrete International, MAPEI Corporation, Mer-Krete Systems, NAC Products, Inc., National Gypsum Company, Noble Company, Schluter Systems, StarQuartz Industries, Inc., TEC Specialty Construction Brands, Tuscan leveling System, United States Gypsum Company (USG), and Wedi Corporation will lead the sessions. Attendees will learn how to tackle a wide range of projects such as installing waterproof showers and decks, large format tile, crack isolation and sound control, floor warming systems, dust-free or resin mortars, epoxy installations, and much more. The demonstrations begin daily at 10:15 a.m. A demonstration schedule will be displayed at each stage location.

While you're in the North American Pavilion, stop by and talk with the leading tile industry organizations - Ceramic Tile Distributors Association (CTDA), NTCA, Tile Heritage Foundation (THF), and, of course, the Tile Council of North America (TCNA). Easily accessible on the tram route, booth # 2816 is your one-stop to learn how these organizations can help you build your business!

The North American Pavilion provides an unequalled opportunity for attendees to network and build relationships with nearly 100 Canadian, Mexican, and American manufacturers - a winning combination of quality products, service, local distribution, and technical support. Step into the winner's circle with North American Pavilion exhibitors on your team!

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