

NEWS RELEASE

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CARPET STARS ON HIT TV SHOW

RD Weis Companies Featured on “The Apprentice: Martha Stewart”

Port Chester, NY . . . Randall Weis, President of RD Weis Companies, takes great pride in announcing that RD Weis carpeting is a star attraction on “The Apprentice: Martha Stewart” TV series. The domestic diva’s version of the popular hit show debuted this season on NBC, and has been setting viewing records. RD Weis is pleased to join the show’s list of high-end, prestigious vendors, including Louis Vuitton and Viking Kitchen Appliances, whose merchandise has been indispensable on the set.

Because the show has been fashioned for the iconic Martha Stewart, its focus is on design, product use and a plethora of “good things.” Similar in format to an earlier version of “The Apprentice,” the show is tailored to Stewart’s distinctive personality and brand identity. The contestants’ challenges encompass areas of expertise and importance to Stewart and her many fans, including publishing, apparel, branding and entertainment .

“We are thrilled that our carpets have taken the show biz world by storm,” Mr. Weis joked. On a more serious note he added, “It’s really a good fit—our carpets feature good design and functionality, making them the ideal choice for business people interested in practical, beautiful, chic furnishings.”

Martha Stewart’s production designer Elizabeth Mickle was charged with dressing

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the set with merchandise that would satisfy Ms. Stewart's demanding standards. After reviewing the many styles of carpeting available from RD Weis, she selected a contemporary neutral, suitable for a fashionable corporate setting. While browsing RD Weis' extensive flooring options, Ms. Mickle decided that contrasting runners along the boardroom corridors of the set would create an additional dramatic visual element. RD Weis and its experienced installers were happy to accommodate her request.

RD Weis Companies is an award-winning full-service flooring provider specializing in safe and environmentally friendly flooring solutions for commercial use. Founded in 1990 by Randall W. Weis, RD Weis is an authorized MilliCare® Commercial Carpet Care franchisee serving the northeastern United States and a Grout Armor™ of New England distributor. As a member of StarNet®, the largest commercial carpet channel in the U.S., RD Weis offers commercial clients and design professionals a broad range of floor covering products at the industry's most competitive prices.

RD Weis' services include grout restoration and preservation through Grout Armor™ of New England; flooring selection and installation, including Free Azez raised flooring; photoluminescent emergency path finding systems; flooring solutions, including maintenance to the multi-location retail and franchise retail markets nationwide through White Oak Industries; carpet care and maintenance using the MilliCare® Commercial Carpet Care system; project management on selection, installation and replacement; reconditioning and restyling of used carpet; a modular carpet removal and installation system that allows new carpet to be laid in an occupied work setting; textile maintenance; entryway barrier matting systems; odor remediation solutions; and a variety of specialty cleaning products and services. You are invited to visit www.rdweis.com for additional information on the company and its services.

For more information on RD Weis Companies' partnership with "The Apprentice: Martha Stewart," or its full range of flooring solutions, please contact Network Design and Communications; phone: 212/431-4675; fax: 212/431-5786; email: contact@rdweis.com.