

PRESS RELEASE

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PORCELAIN TILE DESIGN CENTER PROVIDES GLOBAL ACCESS TO ARCHITECTS AND INTERIOR DESIGNERS OF COMMERCIAL PROJECTS

DESIGN RESOURCES AND TILE ADVANTAGES OUTLINED AT WWW.PORCELAIN TILE.COM

(Albany, NY; January 22, 2008) – Creative Materials Corporation, a nationwide distributor of porcelain tile to some of the USA's largest restaurant chains, hospitality companies, and auto dealers, including Dunkin' Donuts, Marriott, and BMW, recently opened a Design Resource Center to serve design professionals looking for the ideal tile product for commercial projects. Featuring the products of nearly 100 manufacturers of ceramic tile from around the globe, the Center includes tile in a wide variety of distinctive sizes and designs, including oversized tile, planks, porcelain and glass mosaics, and tile that looks like slate, travertine, granite, marble, metal, and even wood.

Using the Design Resource Center, a sales representative was recently able to locate a tile for a well-known hospitality chain client developing a new vision for hotel design and comfort. The architect wanted a wood grain texture and look, but in colors other than traditional wood colors of brown and tan, and in plank size. Not only was the tile found in the Design Resource Center exactly what the client desired—unique and stylish— but it was also affordable and well-suited for light commercial application.

“When we built our new corporate headquarters in 2007, we committed to establishing a large design resource center so that we can creatively serve the building professionals who rely on our expertise. We back up this access to our highest-quality tile products with a 3700 square-foot sample warehouse, from which we can easily ship samples and architectural binders for further product information,” noted Don Kellish, CEO of Creative Materials Corporation. In addition to its corporate headquarters in Albany, New York, Creative Materials maintains six distribution centers throughout the country to quickly deliver products to construction sites.

The Design Resource Center distinguishes Creative Materials Corporation from US-based ceramic tile manufacturers, which are often limited because they only offer products they make. By working with Creative Materials Corporation, an independent distributor with global access to nearly 100 tile manufacturers, designers and architects have a virtually limitless resource for tile products. Creative Materials Corporation's consultative approach to sales means its representatives will personally present sample selections and cost-savings calculations at a client's location.

Creative Materials Corporation specializes in the supply of the world's best porcelain tile to commercial clients with multiple-location facilities in North America, delivering tile with an “on time, every time” promise. It represents many product lines from leading European manufacturers, including Iris Ceramica, Ceramiche COEM, and Pastorelli. Creative Materials Corporation recently launched a new Web site serving the National Accounts market, at www.porcelaintile.com.

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