

**For Immediate Release****Contact: Steven Wagner  
Phone: (301) 212-9175****BR-111™ Introduces Herringbone Exotic Hardwood Flooring**

Miami, Florida, September 1, 2005...BR-111™ Exotic Hardwood Flooring announces it has added herringbone to its popular Indusparquet® 5/16 Solid product line. Packaged with an equal mix of “left” and “right” boards, installers can easily create a classic herringbone flooring presentation.

Precision milled to a 3 1/8” board width and 15 5/8” length planks, Indusparquet® 5/16” Solid Herringbone is finished with crystal clear aluminum oxide, highlighting the unique grain and character of each species while providing an easy to maintain and durable wear surface. The product includes a 24-year residential and three year light commercial warranty and may be installed on or above grade following staple or glue-down instructions over approved 3/4” sub-flooring or concrete.

“The classic herringbone pattern creates a custom flooring presentation and works equally well in traditional or contemporary decor,” said Jason Strong, vice president of sales and marketing at BR-111™. “We added herringbone to the thinner solid line because the product uses less raw materials and represents an exceptional flooring value,” continued Strong.

Indusparquet® 5/16” Solid Herringbone products are available exclusively through BR-111™’s new Fashion Under Foot™ merchandising system. Available standard in Brazilian Cherry, the herringbone pattern may also be special ordered in Amendoim, Angelim, Angelim Nero, Brazilian Hickory, Brazilian Teak, Macchiato Pecan, Santos Mahogany, Tiete Chestnut and Tigerwood.

Celebrating its 15<sup>th</sup> anniversary, BR-111™ continues to be a leader in the exotic hardwood flooring arena, providing products that are recognized for their beauty, performance and overall value. Exciting new hardwood species and innovative products, ranging from prefinished solids to engineered flooring, are researched and developed annually in an on-going effort to achieve the ultimate level of quality and excellence.

**Product photography is available on request.**

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