



Where Great Floors Begin

25 August 2004

Mr. Tom Delage
City of Dearborn
2951 Greenfield
Dearborn MI 48120

Dear Mr. Delage:

Thanks for your call regarding Shaw Industries' position on carpet cleaning machinery. It is always good to hear that users of our carpet have strong interest in the best means for taking care of a significant investment.

Shaw has never endorsed any machine or chemical until recently; we have always considered the systems approach to be adequate. As I mentioned in the seminar, over the past 10 years we have evaluated a large number of machines and have never been particularly impressed. When we completed the evaluation of the Steamin Demon machine, we recognized that it solves many of the problems inherent with most machines in use today. Besides lab evaluations, we have also conducted several trials in actual in-use situations and found the machine works just as well in the real world.

For these reasons, we have adjusted our policy and today we endorse only one machine, the Steamin Demon. Over the past 4 years users have reported success with this machine where others have left them disappointed.

I believe this machine can meet the requirements you described to me and allow our carpet to deliver satisfactory performance and appearance for a longer time than with other machines.

If we can be of any further help, please give me a call.

Sincerely,

A handwritten signature in black ink that reads "Carey Mitchell". The signature is written in a cursive, flowing style.

Carey Mitchell
Director, Technical Services