

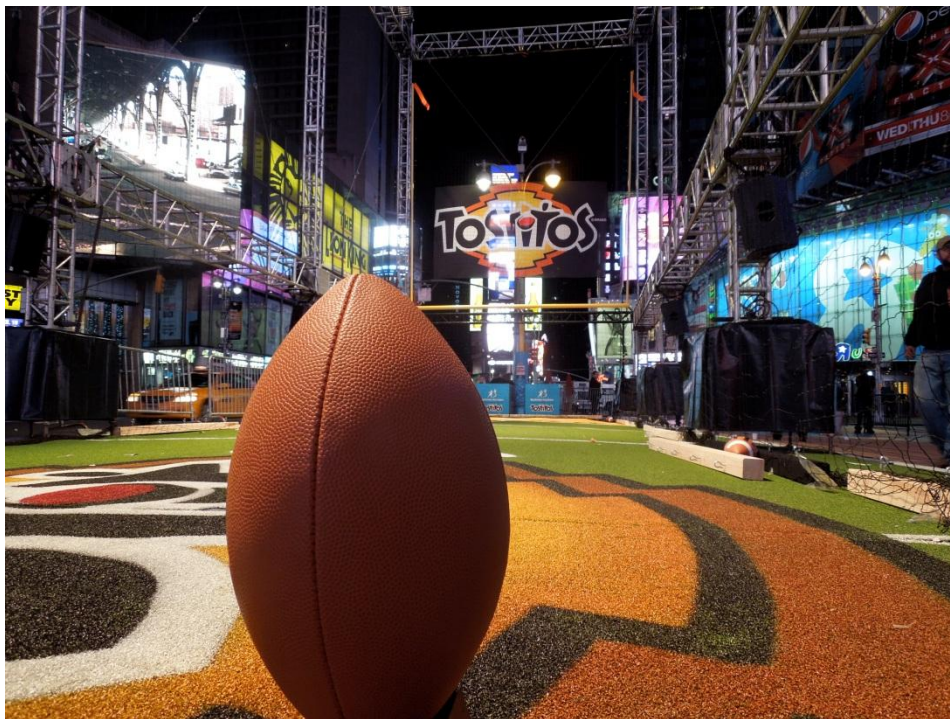
**Consolidated
Carpet**

45 West 25 Street, 8th Floor
New York, NY 10010
T 212.226.4600
F 212.226.4644
www.consolidatedcarpet.com

FOR IMMEDIATE RELEASE

Contact: Kristine Scotto
Consolidated Carpet
(212) 217-1296
kscotto@consolidatedcarpet.com

***CONSOLIDATED CARPET INSTALLATION A PART OF WORLD RECORD SETTING FUNDRAISER
BENEFITTING BIG BROTHERS BIG SISTERS OF NEW YORK CITY***



NEW YORK, N.Y. – January 4, 2012 - On Friday, December 16, Consolidated Carpet installed 3,900 square feet of turf in the middle of one of New York City's busiest landmarks, Times Square. This temporary custom installation was an integral part of the Tostitos® Fiesta in the Square, an afternoon fundraising party celebrating the Big Brothers Big Sisters of New York City.

The turf, manufactured by XGRASS, was delivered to Consolidated's warehouse in 10 pieces, prefabricated with Velcro seam fasteners and Tostitos® logos and football field lines painted on them. Delivery by Consolidated to Times Square took place in the early morning of December 16, at 1:30am, and was picked up after removal at 12:00am Saturday morning.

While on site at Times Square, the Tostitos® branded turf represented the end of a football field, complete with yard lines and an end zone featuring an installed goal post. When installed, it was positioned based on the location of the goal post, with several specific cuts made to accommodate unique features on site. Consolidated's installers ensured that the proper cuts were made around the structural framework, street light poles, subway emergency exit hatches

on the sidewalk, and subway ventilation grills. Finally, cuts were made to adjust the size of the field and logo to meet on site conditions formed by the goal post, and the logo paint was then touched up and sealed by others. Overall, 20 hours of carpet mechanic labor was required for this unique installation and removal of the turf, with two installers completing the job.

Thousands of participants took their turns on the turf, attempting to kick successful field goals. In setting the new Guinness World Records® title for the most people to kick successful American football field goals in 6 hours, 181 field goals were completed and \$200,000 was donated from Tostitos to the Big Brothers Big Sisters of New York City. With celebrities and athletes like Nick Lachey, Jim Kelly, Antonio Pierce and Robert Peete in attendance, the turf became a gathering place for nearly 100 Big Brothers Big Sisters mentors and their mentees, marking a successful day.



ABOUT CONSOLIDATED CARPET: A NATIONAL LEADER WITH A TRADITION OF SERVICE

Consolidated Carpet is the nation's premier full service flooring and carpet contractor, with headquarters in the New York. As a third generation, family-owned and operated business we are hands-on, accountable and driven to satisfy our client's needs. As one of the nation's largest and most recognized full-service floor covering contractors, we serve our clients from planning and specification through installation and maintenance. Our prestigious clients include Fortune 500 corporations, professional service firms, luxury hotel properties, institutional properties, real estate owners, and general contractors. The firm's website can be found at www.consolidatedcarpet.com.

###