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FOR IMMEDIATE RELEASE

Action Floors Names New GM for Synthetic Sports Floor Division

(Mercer, WI) Action Floor Systems, a leading supplier of premium hardwood maple and synthetic sports floors has announced the appointment of Tom Mitchell as general manager of its new Synthetic Sports Floor Division.

Mitchell, who earned his marketing degree at Virginia Tech, brings more than 30 years of sales and marketing experience and 16 years of synthetic sports floor knowledge to his new position. He was formerly employed with Martin Surfacing, Baltimore, MD and most recently with SRI (which had acquired Martin Surfacing). Mitchell will be responsible for helping Action Floor Systems' national sales organization introduce and promote the specification of two new synthetic floor products, Herculan® and Action ReFlex™, throughout the U.S.

Herculan is a self-leveling, seamless Dutch-based polyurethane product with a 10-year record of proven performance and durability in multi-purpose sports and recreation facilities. Action ReFlex is a durable, high-impact synthetic floor product manufactured from recycled rubber. It's ideal for weight rooms, locker rooms and other extreme wear applications.

Action Floor Systems is the exclusive supplier of Herculan and Action ReFlex in the U.S. and the nation's leading manufacturer of hardwood maple sports floors.

For more information about Action Floor Systems, visit www.actionfloors.com or contact Action Floor Systems LLC, 4781 N. U.S. Hwy. 51, Mercer, WI 54547-9708 U.S.A., (Phone) 800-746-3512, 715-476-3512, (Fax) 715-476-3585, (E-Mail) info@actionfloors.com.

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