

LANGHORNE CARPET COMPANY

“The Foundation of Fine Interiors”

NEWS RELEASE

LUXURIOUS LANGHORNE CARPET AMONG THE WONDERS OF WOOL FLOCKING TO NEW YORK LAUNCH OF GLOBAL “CAMPAIGN FOR WOOL”

More than two dozen sheep join “Wool Uncovered” promotional event

New York, NY (September 28, 2012) – In another first for the legendary Langhorne Carpet Company, its Manhattan line is appropriately featured in the wall-to-wall carpeting of Bryant Park as part of the U.S. launch of the *Campaign for Wool*, created and chaired by HRH The Prince of Wales. Langhorne’s luxurious Jacquard Wilton carpet is showcased in one of Midtown’s most famous landmarks with other “wonders of wool”; including a flock of 30 free-ranging sheep from an upstate New York farm.

Organized by the Campaign for Wool to raise public awareness about the numerous environmental, economic, and practical benefits of wool in everything from fashion to home furnishings, the global campaign found in Langhorne a natural ally.

Bill Morrow, Langhorne’s President who was among wool industry leaders attending the event, commented, “For more than 80 years Langhorne has required the highest quality wool to weave the finest Wilton carpets for our customers. It is our honor to be included in the kickoff of the Campaign in

America and to help educate consumers about the vast benefits of wool over its synthetic, petroleum-based competitors.”

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Langhorne Carpet Company: *The Foundation of Fine Interiors*

Langhorne Carpet Company artisans meticulously weave America's most luxurious and cherished Wilton carpet from the finest wools. Established in 1930, every Langhorne carpet - gracing grand rooms in renowned residences and landmarks worldwide - is a labor of love deftly defined by unequaled quality and superior craftsmanship.

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