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CRITERION BROCK APPOINTS NEW CHIEF EXECUTIVE OFFICER

*New CEO Cathi Brock Will Help Guide Criterion Brock's
Growth and National Expansion*

Portland, Oregon – March 11, 2009 – Criterion Brock, Inc., one of the nation's leading suppliers of floor covering for multi-family housing, today announced the appointment of Cathi Brock as its new Chief Executive Officer. Brock replaces Cary Jackson, who is retiring. Jackson will remain on Criterion Brock's Board of Directors.

Brock brings over 25 years of leadership in the floor covering industry to this role. Prior to her appointment as CEO, Brock was Criterion Brock's President and COO, a role she assumed upon the merger of Criterion Supply and Brock Interiors in 2007. Brock founded Brock Interiors in 1997, and established the company as one of the leading floor covering companies in the Southwest. During her tenure, she grew Brock Interiors from a single-location, greenfield operation to a company with four branches that was named one of Inc Magazine's Fastest Growing Companies in 2007.

Brock's leadership will help Criterion Brock enhance its position as one of the largest and highest-rated multi-family floor covering providers in the nation. In July 2008, Criterion Brock acquired Houston-based Golden Greek Carpets, expanding its geographic footprint to eleven branches across the United States, including Albuquerque, Houston, Las Vegas, Los Angeles Metro Area, Phoenix, Portland, Sacramento, San Diego, San Francisco Bay Area, Seattle, and Tucson.

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"I am excited about the tremendous opportunity in front of us," said Cathi Brock, CEO of Criterion Brock. "We have a bright future, and I look forward to building upon the excellent foundation Cary has established for the company."

"I'm extremely proud of what we have accomplished as a team," said Cary Jackson, board member and former CEO of Criterion Brock. "As a board member, I look forward to continuing to help grow Criterion Brock into a national industry leader."

"We are very excited for Cathi, and look forward to working with her as we continue to expand the company," said Geoff Bland, Managing Director of Wedbush Capital Partners, and a Criterion Brock board member. "We are also very grateful to Cary for his many accomplishments."

About Criterion Brock

Criterion Brock is one of the nation's leading suppliers of floor covering for multi-family housing. Criterion Brock strives to exceed customer expectations by providing superior value and service to property owners and managers, while conducting business with the highest level of integrity. In addition, as one of the largest and highest rated providers of multi-family floor covering in the country, Criterion Brock offers its customers an unparalleled level of consistency, convenience and reliability. Finally, Criterion Brock is one of the industry leaders in green, environmentally-friendly business practices. Criterion Brock is a privately held company headquartered in Portland, Oregon, and has offices throughout the United States. For more information, please visit www.criterionbrock.com.

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