



FOR IMMEDIATE RELEASE

January 12, 2011

CONTACT: Kellyn Hargett
(864)-472-7000/info@geohay.com

GeoHay brings on a New Partner
World's Largest Carpet Manufacturer Invests in GeoHay's Sustainable Erosion Control and Stormwater Management Products

GeoHay, LLC, manufacturer of patented, environmentally friendly barrier filtration products made from recycled fibers, is introducing a new partnership with Shaw Industries Group, Inc. GeoHay opens a new channel for Shaw's re-use of the post-consumer carpet it collects nationally.

"This is new territory for Shaw," says Vance Bell, chief executive officer of Shaw. "But with more than 3.5 billion pounds of post-consumer carpet ending up in landfills every year, we know we must look beyond the traditional flooring industry for additional solutions."

Shaw's investment in GeoHay diversifies the floor covering company's portfolio of uses for post-consumer carpet. The world's largest carpet manufacturer already creates new carpet from old carpet it recovers and turns other carpet waste into energy to fuel its manufacturing operations.

"GeoHay products are created with 100% reclaimed carpet fiber - *and* they play an important role in controlling erosion and stormwater runoff" said GeoHay Chief Executive Officer Dan Hargett. "Shaw's post-consumer carpet reclamation program and its commitment to sustainability through innovation make them an ideal investment partner as we look to the future and our need to support a continued rapid growth rate."

Shaw gathers more than 100 million pounds of post-consumer carpet per year from its national collection network.

About GeoHay, LLC

GeoHay, LLC is the privately held, manufacturer of sustainable and high performance erosion control and storm water management patented products, located in Inman, SC. GeoHay products are reusable and easy to install, making them very cost effective. Independent testing has shown GeoHay products to outperform competition in the management of storm water flow and the removal of dirt and turbidity. For more information, visit www.geohay.com.

About Shaw Industries Group, Inc.

Shaw Industries Group, Inc., a subsidiary of Berkshire Hathaway, Inc., is the world's largest carpet manufacturer and a leading floorcovering provider with more than \$4 billion in annual sales and approximately 25,000 associates worldwide. Headquartered in Dalton, Ga., the company manufactures and distributes carpeting, rugs, hardwood, laminate and ceramic tile for residential and commercial applications worldwide. A recognized leader in environmental stewardship, Shaw has implemented hundreds of sustainability initiatives and Cradle to Cradle design solutions, collectively termed the Shaw Green Edge. For more information, visit www.shawgreenedge.com.



Last Fall, the U.S. National Park service used GeoHay to prevent erosion along a six-mile section of the Foothills Parkway in the Great Smoky Mountains National Park that was undergoing resurfacing.