



CCA Global Partners®

BIOGRAPHY: HOWARD BRODSKY

Co-Founder, Chairman and Co-Chief Executive Officer CCA Global Partners

Howard Brodsky is Co-Founder, Chairman, and Co-Chief Executive officer of CCA Global Partners. With annual sales of \$10.2 billion, CCA Global companies collectively have nearly 3,600 locations in the United States, Canada, Australia, New Zealand, and South Africa. Since the company was established in 1984, it has never endured an unprofitable quarter, recording more than 88 consecutive quarters of profitability.

CCA Global is comprised of 15 affiliated companies, including Carpet One Floor & Home, FloorExpo, Flooring America, Stone Mountain Flooring Outlet/GCO Flooring Outlet/The Floor Trader, International Design Guild, Lenders One, Lighting One, ProSource, Rug Décor, Flooring Canada and The Biking Solution. In the past eight years, CCA Global's retail sales have increased by 325%.

Brodsky began his entrepreneurial career after graduating from Wesleyan University with a degree in economics. He joined the family business, Dean's Carpet in Manchester, New Hampshire, which quickly grew it into one of the largest carpet stores in New England.

In 1980, he helped to create the American Floorcovering Association, a national trade group now named the World Floor Covering Association, which has gone on to become the industry's largest advocacy organization representing floor covering retailers, manufacturers and distributors across the globe. He was elected president and later served as chairman.

In 1984, Brodsky and fellow floor covering leader Alan Greenberg had a vision: to dominate the floor covering market by creating a unique solution that would allow independent carpet retailers to operate profitably in an increasingly competitive marketplace. Within just one year, they achieved their goal – and made floor covering history – with the launch of Carpet One Floor & Home as the first unit of CCA Global Partners. Initially, there were only 13 Carpet One Floor & Home members – today there are more than 1,000.

In 1992, Brodsky was inducted into the World Floor Covering Industry Hall of Fame and just two years later, was named National Retailer of the Year by the National Congress of Floor Covering Associations. In 1997, the international accounting and consulting firm Ernst & Young and the NASDAQ Stock Exchange also named him Retail Entrepreneur of the Year. He won the Blue Chip Enterprise Initiative Award of the U.S. Chamber of Commerce the following year.

For the past three years, he has been named to *HFN's* "Power 100," a list of the top executives who influence the home furnishings industry, from Wal-Mart's Lee Scott to Federal Reserve Board Chair Alan Greenspan.

Today, Brodsky continues to expand CCA Global Partners by applying its winning business model to other retail or service industries that have the potential for exponential growth and higher levels of profitability. The company has expanded into a number of growing industries including lighting, mortgage, and most recently, biking.

Brodsky is also Vice Chairman and on the board and executive committee of the Floor Covering Industry Foundation (FCIF), a charitable organization founded in 1980 with a mission to financially assist floor covering industry colleagues who experience catastrophic illnesses/injuries, severe disabilities, or other life-altering hardships.

Brodsky serves on the Board of Trustees of Southern New Hampshire University, as well as the Board of the Palace Theatre in Manchester, NH. He is also Chairman of the New Hampshire Better Business Bureau.

In his "spare" time, Brodsky serves his community as a justice of the peace, performing wedding ceremonies. To date, he has a perfect record in this arena; the more than two-dozen marriages he has performed all remain intact.