



CCA Global Partners®

CCA Global Partners At a Glance:

- Established in 1984 with 13 member stores.
- Founded by Co-Chairmen and Co-CEOs Howard Brodsky and Alan Greenberg.
- Executive Management: Co-Founder, Chairman and Co-CEO Howard Brodsky.
Co-CEO Rick Bennet
- More than 3,600 member locations worldwide.
- Aggregate member sales are in the billions of dollars.
- Corporate headquarters are in Manchester, NH and St. Louis, MO.
- Corporate website: www.ccaglobal.com
- Privately held by approximately 750 shareholders.
- Structured into 14 affiliate companies.
- Located in United States, Canada, Australia, and New Zealand.

Company Overview:

CCA Global Partners is one of the largest privately held companies in the United States. For nearly a quarter of a century, CCA Global has partnered with entrepreneurial retailers to create a cooperative retail powerhouse unmatched in the marketplace. With 14 independent business brands, more than 3,600 member locations producing aggregated annual sales in the billions of dollars, CCA Global Partners is well positioned to positively impact the success of independent businesses.

Realizing the Vision:

Alan Greenberg and Howard Brodsky founded CCA Global Partners in 1984 with an ambitious vision in mind: to be a major force in the floor covering market by creating a unique solution that would enable independent flooring retailers to operate profitably in an increasingly competitive marketplace, while maintaining their autonomy. In early 1985, Greenberg and Brodsky launched Carpet One Floor & Home as the first (and still largest) unit of this pioneering organization. CCA Global then expanded into other industry niches, including luxury flooring, outlets and the trade professional market.

Following the success and dramatic growth of its floor covering companies, CCA Global Partners expanded its original vision and applied its winning business model to other industry categories, including lighting, mortgage banking and biking.

A Unique Business Model:

The unique business model that Greenberg and Brodsky developed empowers thousands of CCA Global entrepreneurs to succeed in a marketplace increasingly impacted by consolidation. CCA gives a competitive edge to independent business owners and entrepreneurs by giving them access to innovative systems and services, while maintaining their unique identity.

The Power To Do More:

With the CCA Global business strategy, each business owner gains the power of the programs offered through the CCA Global affiliate to which the retailer belongs. Entrepreneurs benefit from CCA Global's economies of scale and enormous buying power. The superior benefits that CCA Global delivers include:

- Lower buying and operating costs;
- Expert marketing programs;
- Retail brand building;
- Exclusive brands;
- Proprietary warranty programs that are best-in-class in each respective industry;
- National brand advertising and public relations;
- Fully-integrated display and merchandising programs;
- Common operating systems;
- Insurance and financing programs;
- CCA Global University, a comprehensive, results-oriented corporate training department offering management, leadership, sales and product education;
- Web services, including web sites, intranet and information sharing.

The result: CCA Global businesses—compared to corporate-owned stores—generally buy better, have the lowest cost structure in their industry, and are more responsive to their local market's needs.

CCA Global Affiliates

CCA Global Partners is comprised of the following affiliate companies:

Carpet One Floor & Home®

The first and largest CCA Global company with more than 1,000 full-service specialty stores in every U.S. state, Canada, New Zealand and Australia. Showrooms feature carpet, area rugs, vinyl, ceramic tile, hardwood flooring, laminates, exotic woods, cork and bamboo. Proprietary brands include Bigelow, Good Housekeeping and Lees. Carpet One Floor & Home® stores sell more floor covering than any other retailer or group.

FloorExpo

With aggregated annual sales of over \$2 billion, FloorExpo members are part of the very fabric of the multi-family and new home construction industries in America. Home Solutions® members install flooring in one out of every four new, single family homes in United States, while the MultiFamily Solutions® group has more than tripled in size since its inception in 2003.

Flooring America & Flooring Canada

Members are full-service floor covering retailers with more than 550 independent stores in the U.S. and Canada offering all types of flooring, including proprietary brands and a large mix of hard surface flooring.

International Design Guild

Guild members have decorative home furnishings showrooms that dominate the luxury floor covering market. With more than 100 member locations in North America, the Guild is exclusively targeted to interior designers and sophisticated consumers.

Lenders One

Continued consolidation in the banking and financial sector has left smaller lenders with an incredible challenge: how to play with the big boys? Through the combined power of CCA Global Partners, Inc. and Lenders One, independent mortgage bankers are able to compete with any major lending institution in America. Lenders One is the largest mortgage alliance of marquee mortgage bankers in the U.S., with more than 900 locations nationwide and total mortgage volume exceeding \$40 billion.

Lighting One

Most interior designers will tell you that light is the single most influential design element in determining the feeling and mood of a space. Lighting One captures the romance of that notion, and turns it into a streamlined, no-nonsense retailing system that delivers exclusive products to customers, and margins to our members' bottom lines. Aggregated the members are the largest specialty lighting seller in the U.S.

Magnus Anderson

Members of Magnus Anderson Master Floor Refinishers offer a unique, dust-free, virtually toxin free hardwood refinishing process, performed by highly-trained, certified master craftsmen.

ProSource Wholesale Floorcoverings

ProSource locations are the largest and fastest-growing wholesale flooring resource in North America with more than 160 franchise showrooms open to trade professional members only. There are nearly 250,000 ProSource members including builders, interior designers, architects and contractors.

Rug Decor

Rug Decor franchise stores sell branded fashion-oriented area and accent rugs and operate in high-traffic retail locations.

Stone Mountain's Flooring Outlet, GCO Flooring Outlet and The Floor Trader

These franchise outlet locations offer factory-direct, quality flooring to do-it-yourself and value-conscious consumers.

The Biking Solution

This network of more than 300 of North America's top retail bicycle stores was created in partnership with Giant Bicycle, the world's largest bicycle manufacturer.

BizUnite

BizUnite is the leading independent business platform allowing the Davids to compete with the Goliaths.

Poised for Growth:

CCA Global Partners has grown dramatically through its aggressive expansion, strategic acquisitions, partnerships and investments. While CCA Global's expansion is vigorous, it is led by a sound business strategy and a relentless drive to be a powerful force in the retail sector.

CCA Global will continue to expand by engaging new business owners while also looking at other retail or service industries that have the potential for exponential growth and higher levels of profitability. Ideal industries are those that are fragmented with numerous small, independent specialty stores.

Corporate Social Responsibility:

CCA Global Partners' affiliate companies give back to communities in which they do business. Individual members donate funds, make in-kind contributions, and volunteer hours to hundreds of non-profit organizations. In addition, CCA Global Partners makes significant community service contributions at the corporate level.

CCA Global Partners established the not-for-profit CCA Relief Fund, Inc. in September 2005 with the objective of providing assistance to employees of CCA Global's members and franchisees affected by national disasters, such as Hurricanes Katrina and Rita. To date, CCA Global has gathered an amazing \$126,000 from CCA Global's employees, members and franchisees and provided grants totaling \$109,000 to 43 individuals in the Florida and Gulf Coast regions.

CCA Global also supports industry colleagues in need by raising funds for the Floor Covering Industry Foundation (FCIF) through their annual golf tournament. To date, CCA Global has raised more than \$600,000 for the FCIF.