

FOR IMMEDIATE RELEASE**AMERICAN CITIES INSPIRE BENTLEY PRINCE STREET'S LIVING ON THE EDGE™ COLLECTION***Four Distinct Styles Honor Creative Hubs Across the Country*

Los Angeles, CA – [January 20, 2010] – [Bentley Prince Street's](#) Living On The Edge Collection includes four distinct styles that are representative of different types of American cities. It is not often that cities are equated with designer broadloom and carpet tile products, but this is just what the Bentley Prince Street design team did to bring a fresh perspective to the collection. Wanting to tell an American story of how different urban environments impact creativity, Valerie Ottaviano, VP of Design, and her team took to the streets to deliver Edge City™, New Gotham™, Satellite City™ and Suburban Fringe™.

“We began by looking at cities across the country, from Century City in California to Detroit, Michigan, and how the development of each city led to distinct characteristics making them all unique hubs of creativity,” says Ottaviano. “Not only are these four styles odes to these creative hubs, but also to the resilience of American cities, which seemed timely considering the economy.”

Edge City is inspired by the 20th Century trend to move out of traditional city centers and into new areas built around industrial parks, shopping and entertainment. It comes in twenty-four colors, ranging from neutrals to saturated brights, which are all named for edge cities in the U.S. The design team created New Gotham to celebrate America's classic cities, like New York, with names derived from taxi driver truisms and a style that evokes the elegance of yesteryear. Satellite City and Suburban Fringe are coordinating styles with subtle patterning and a contemporary approach to broadloom and carpet tile that pay homage to bustling satellite cities and shopping districts throughout the country. To learn more about the collection's back-story, view Ottaviano's [Inspiration Behind Satellite City & Suburban Fringe](#) video.

About Bentley Prince Street

Defining style, color, quality and service for 30 years, Bentley Prince Street manufactures and markets award-winning broadloom and carpet tile products for commercial interiors across the globe. Bentley Prince Street is committed to pursuing sustainable commerce and innovations to integrate style and function with environmental practices through its Mission Zero® goal of eliminating any negative impact it has on the environment by the year 2020. The company maintains third-party certification to the ISO 9001:2000 Quality Management System and the ISO 14001:2004 Environmental Management System. Based in Los Angeles County, California, Bentley Prince Street is a subsidiary of Interface, Inc., a global provider of floor coverings. For more information, please visit www.bentleyprincestreet.com

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