**Tarkett North America Teams Up With SeriousFun Children’s Network**

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**Tarkett North America Becomes Sponsor for SeriousFun Children’s Network**

*Company Will Contribute Flooring, Funds to North Star Reach, the SeriousFun Camp in Michigan*

**Chagrin Falls, Ohio (May 26, 2014) –** As part of its commitment to corporate social responsibility, Tarkett North America announced today its support for SeriousFun Children’s Network. Starting with North Star Reach, the SeriousFun Camp in Michigan, Tarkett will contribute a range of flooring products from its residential and commercial brands to outfit the entire camp. In addition, Tarkett will provide funds to the camp, which will enable ten children with serious illnesses to attend free of charge.

North Star Reach will be a year-round facility based in Pinckney, Michigan that offers children with serious health challenges the opportunity to experience all of the fun, joy and independence of camp at no cost to their families. Designed by A3C Collaborative Architecture, the camp will feature a wide range of flooring from Tarkett North America brands. The flooring will not only contribute to the design and performance goals of the camp, but also offer campers healthier spaces and improved indoor air quality.

“North Star Reach is thrilled to be partnering with Tarkett to provide high-quality, durable and safe floor covering materials for our new universally-accessible camp, which will not only serve children with serious health challenges, but their families as well” said Doug Armstrong, Chief Executive Officer at North Star Reach. “With our camper population, we wanted to find flooring that was attractive, low maintenance and easy to keep clean, as well as flooring that contributes to good indoor air quality and healthy spaces through low VOCs. The CERTIFIED asthma & allergy friendly™ products in the Tarkett offering certainly fit the bill. Tarkett’s solutions will help us meet our needs in a variety of applications and help to create a welcoming and comfortable environment for the campers.”

Additionally Tarkett will provide a monetary contribution, which will provide ten children with the opportunity to experience camp. To help create awareness for SeriousFun and North Star Reach, Tarkett has planned several activities to engage consumers, the A&D community, retailers, distributors and employees to further participation and drive awareness for this very worthy cause.

“As a company, we work on both a global and local level to create and support initiatives that enhance the health, safety and well-being of people who work, live, play and heal on our floors,” said Cynthia Mansfield, Communications Manager for Tarkett North America. “Through their life-changing camps and programs, SeriousFun works to help children and their families reach beyond illness to discover joy, confidence and new possibilities. SeriousFun Children’s Network is very much in line with our core values and underscores our commitment to people, making the decision to sponsors this worthwhile organization an easy one.”

Developed to create positive, recreational experiences, SeriousFun’s camps and programs are purposefully designed to enhance coping and resilience; to foster independence and personal growth; and to help the children reach beyond the limits of their medical conditions. North Star Reach plans to accommodate more than 1,500 children and family members annually, all free of charge, when it opens its doors in 2015. The camp will feature a health center staffed by nurses, physicians and other medical professionals that will allow children with complex medical needs to come to camp, often for the first time.

To learn more about how Tarkett North America and its people-friendly initiatives, visit [www.tarkettna.com](http://www.tarkettna.com).

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**About Tarkett**

Tarkett is a global leader in innovative and sustainable solutions for flooring and sports surfaces. With a wide range of products including vinyl, linoleum, carpet, rubber, wood & laminate, synthetic turf and athletics track, the Group serves customers in more than 100 countries worldwide. With 11,000 employees and 30 production sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to sustainable development, the Group has implemented an eco-innovation strategy and promotes circular economy. Tarkett net sales of 2.5 billion euros in 2013 are balanced between Europe, North America and new economies. Tarkett is listed on Euronext Paris (compartment A, ticker TKTT, ISIN: FR0004188670) and is included in the following indices: SBF 120, CAC Mid 60, CAC Mid & Small, CAC All-Tradable. Tarkett’s North American headquarters are in Chagrin Falls, Ohio. For more information about Tarkett global, please visit www.tarkett.com. To learn more about the company’s North American commercial flooring solutions, including Johnsonite and Tandus | Centiva, or the Tarkett residential collections, visit www.tarkettna.com.

**About North Star Reach**

North Star Reach is a provisional member of SeriousFun Camps, the world’s largest family of medical specialty camps for children with serious illnesses founded by Paul Newman in 1988. North Star Reach enriches the lives of children with serious health challenges by providing life-changing camp experiences that are fun, safe, and empowering, always free of charge to the child and their family. Approximately 1,500 children with serious health challenges will be free to attend North Star Reach’s empowering camp programs annually and just be a kid at camp. North Star Reach is located in Pinckney, Michigan on a peninsula set among tall trees and rolling hills 40 minutes northwest from Ann Arbor. For more information on the camp, visit [www.northstarreach.org](http://www.northstarreach.org) or call 734-680-8744.

**About SeriousFun Children’s Network**

SeriousFun Children's Network is a growing global community of 30 camps and programs serving children with serious illnesses and their families, always free of charge. Founded by Paul Newman in 1988, SeriousFun has served more than 518,000 children and families from more than 50 countries. Each member camp is an independent, not-for-profit organization dependent upon private funding to serve all children at no cost to their families. A Support Center raises funds and provides central standards and services for all SeriousFun camps and programs. To learn more about SeriousFun, visit www.seriousfunnetwork.org.