



**DRAFT
FOR IMMEDIATE RELEASE**

Contact: Marlo M. Michalek
Empire Today
mmichalek@empiretoday.com

Empire Today® Receives an “A” from the New Better Business Bureau’s (BBB) Grading System

Installed Home Furnishings and Home Improvements Leader Receives an “A” Rating for its Overall Quality of Services Offered.

Northlake, Ill.—June 01, 2009— Empire Today, LLC, a national leader in the installed home furnishings and home improvements industry, was recently awarded an “A” rating from the new BBB grading system. This new system has been designed to assist consumers in making better-informed decisions on where to spend their hard-earned money.

The new BBB Grading System now assigns letter grades ranging from A+ to F to local businesses. The letter grades replace the less-detailed rating system of "satisfactory" or "unsatisfactory" and represents the BBB's degree of confidence that the business is operating in a trustworthy manner and making good faith efforts to resolve customer concerns. The BBB's proprietary ratings formula takes into account 17 weighted factors, using objective information and actual incidences of business behavior that have been verified and evaluated by BBB professionals.

“These new ratings provide tremendous value-added benefits to consumers and businesses alike,” according to Steve J. Bernas, president and CEO of the Better Business Bureau of Chicago and Northern Illinois. “In today’s tight economic times, customers want to make sure they are dealing with a business that is trustworthy and honest. From the business perspective, these ratings not only spotlight the honest and ethical companies customers look for, but the ratings components also assist companies see where their operations may be improved.”

“The BBB continues to serve as a strong resource in helping consumers better understand Empire’s overall commitment to offering world-class service,” said Steve Silvers, Senior Vice President for Empire. “This “A” rating further exemplifies our passion for building customers for life.”

More information about the BBB new grading system, visit www.chicago.bbb.org/ratings.

About Empire Today

Empire Today, LLC has been a leading provider of installed home furnishings and home improvements for over 45 years. Empire’s line of quality home products includes: Carpet, Hard Surface Flooring, Window Treatments, and Bath Liners. The company provides superior service, next day installation, quality products at great prices, and world-class customer care to more than 35 major metropolitan areas in the United States. With over one million satisfied customers, Empire Today is dedicated to customer satisfaction. For more information, call 800-588-2300 or visit empiretoday.com.

###