

Empire Today[®] Achieves an “A+” Rating from the Better Business Bureau[®] (BBB)

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

Northlake, IL.—March 08, 2010— Empire Today, LLC, a national leader in the installed home improvements and home furnishings industry, has been elevated to an “A+” with the Better Business Bureau’s grading system. In June of 2009, the BBB launched a system to assist consumers in making better-informed decisions on where to spend their hard-earned money. At that time, Empire was awarded an “A” rating.

The BBB Grading System 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.

“Empire Today has been accredited with the Better Business Bureau since 1974,” said Steve J. Bernas, president and CEO of the Better Business Bureau of Chicago and Northern Illinois. “During these 36 years, Empire has been an active participant in the BBB program and activities. It gives me great pleasure to have Empire earn our highest rating of A+ through its diligent service and support of ethical business practices.”

“The A+ rating further solidifies Empire’s leadership in the installed Carpet and Flooring industry,” said Steve Silvers, chief executive officer for Empire Today. “Customers are the core of our business. For over 50 years, Empire has been dedicated to offering quality products and world-class service. The BBB continues to serve as a strong resource in helping consumers better understand our overall commitment to service.”

For more information about the BBB grading system, visit www.chicago.bbb.org/ratings.

About Empire Today

Empire Today, LLC, also commonly known as Empire Carpet, has been a leading provider of installed home improvements and home furnishings for over 50 years. Empire’s line of quality home products includes: Carpet, Hardwood, Laminate, Ceramic, Vinyl Flooring, and Window Treatments, and Bath & Shower Liners. The company provides, shop-at-home convenience, next day installation on many products, quality products at great prices, and world-class service 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.

About Better Business Bureau (BBB)

As a private, non-profit organization, the purpose of the Better Business Bureau is to promote an ethical marketplace. BBBs help resolve buyer/seller complaints by means of conciliation, mediation and arbitration. BBBs also review advertising claims, online business practices and charitable organizations. BBBs develop and issue reports on businesses and nonprofit organizations and encourage people to check out a company or charity before making a purchase or donation.

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