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**FOR IMMEDIATE RELEASE**

**CREATIVE TOUCH INTERIORS (CTI) ROLLS OUT TOTAL CHOICE ADVANTAGE PROGRAM TO DELIVER UNPRECEDENTED CUSTOMIZED BUILDER SOLUTIONS**

**ORLANDO, Fla. – February 29, 2008** – Creative Touch Interiors (CTI), an HD Supply business that provides premiere customized builder solutions for interior finish selection and installation, today announced the nationwide roll-out of its Total Choice Advantage (TCA) program, which allows home builders to reduce their overhead costs while increasing homebuyer satisfaction.

Total Choice Advantage program, a comprehensive solution to builders' interior finishing needs, offers products and services specially sourced from multiple suppliers and deliberately leveled to maximize home buyer upgrades. Some of the key program components include price protection plans that will enable builders to better predict interior finish costs; a model home program, which allows builders to design and outfit model homes with superior products with special discounts on materials and installation services; and a guaranteed product availability promise, which gives builders peace of mind.

"We are excited about the comprehensive solutions the Total Choice Advantage program offers our customers. This program allows us to take advantage of our broad sourcing channels to help us customize product offerings from the best brands and manufacturers in the business," said Tom Lazzaro, President of CTI. "Over the last 18 to 24 months, we have expanded our product mix to include countertops, window treatments and kitchen cabinets, in addition to flooring. Through TCA, we can provide the best of the best in these product offerings while removing the often times challenging process of selecting quality brands that fit into a builders' price range."

Additionally, TCA includes a special upgrade reward component that allows builders to earn revenue dollars when their home buyers upgrade to CTI-installed products. The program also offers an environmentally-friendly, "green" line of products.

**About CTI**

Creative Touch Interiors (CTI) is one of the nation's largest, premium interiors partner to the building industry. CTI offers turn-key supply and installation of multiple interior finish options, including flooring, cabinets, countertops and window coverings, for residential and commercial projects, along with comprehensive design center and interior care services. CTI has over 90 design centers and six countertop fabrication facilities with a presence in 18 states.

**About HD Supply**

HD Supply ([www.hdsupply.com](http://www.hdsupply.com)) is a leading wholesale distribution company focused solely on serving professional customers in the infrastructure, construction, maintenance, repair and remodel markets. Through a diverse portfolio of market-leading businesses, HD Supply is one of the largest diversified wholesale distributors in North America, with approximately 1,000 locations.

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