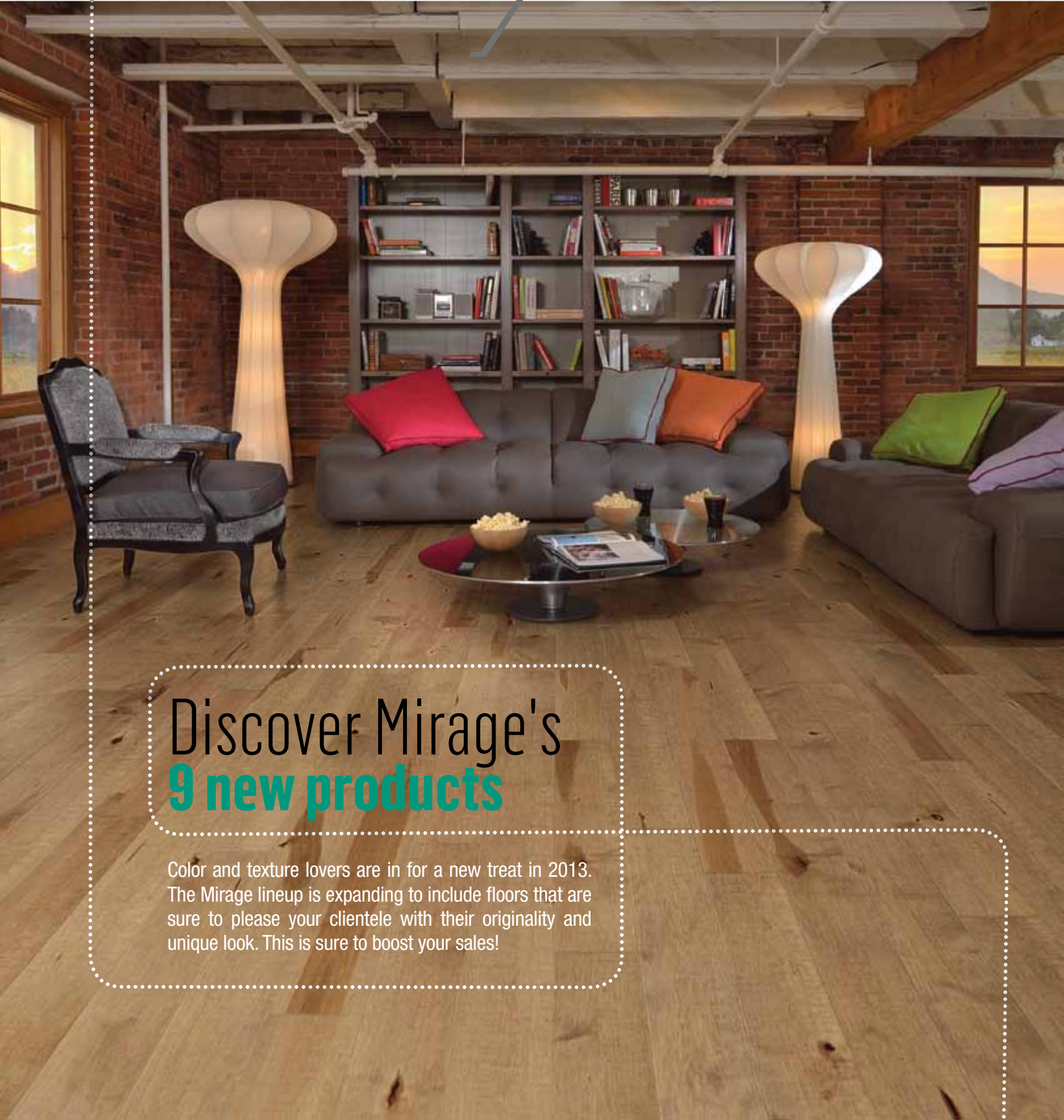


Newsletter published for members of the Mirage sales network.

MIRAGE X PRESS



Discover Mirage's **9 new products**

Color and texture lovers are in for a new treat in 2013. The Mirage lineup is expanding to include floors that are sure to please your clientele with their originality and unique look. This is sure to boost your sales!

A WORD FROM THE PRESIDENT

Amazing new products!

Over the year, Mirage has had to innovate and create cutting-edge, top-tier products. The 2013 lineup will amaze you again this year. New products have been designed for your clients looking for décor elements that reflect their personalities and tastes. With new trendsetting colors and a truly one-of-a-kind range of floors, Mirage once again shows that innovation comes from the determination to provide superior quality products.

Boa-Franc, the manufacturer behind the Mirage brand, recently earned top honors at the “Grands Prix québécois de la qualité” for its excellent management and outstanding results. We accepted this recognition on your behalf and on behalf of all of our suppliers and employees who share our dedication and understand the importance our company places on quality.

Thank you for contributing to the success of Mirage and for helping our brand grow. Your dedication and commitment are behind everything we have accomplished and will help us continue to shine for years to come.

All the best in 2013 to everyone!



Pierre Thabet, President

RECOGNITION

Boa-Franc honored at the “Grands Prix québécois de la qualité 2012” awards

Boa-Franc received the highest award bestowed by the Quebec government on businesses and organizations that successfully apply best business practices.

The Grand Prix Award was presented to Boa-Franc in the Large Manufacturing Company or Subsidiary category for its excellent management and outstanding results, and for the quality of its planning and internal processes. This award is on par with the Malcolm Baldrige National Quality Award in the United States.

This was Boa-Franc’s first time attending the Grands Prix, considered by many to be the Olympics of the Quebec business world. We wish to thank all the partners and clients who promote our products and brand to their clientele.



NEW PRODUCTS FOR 2013

New collection of textured floors: Imagine Collection

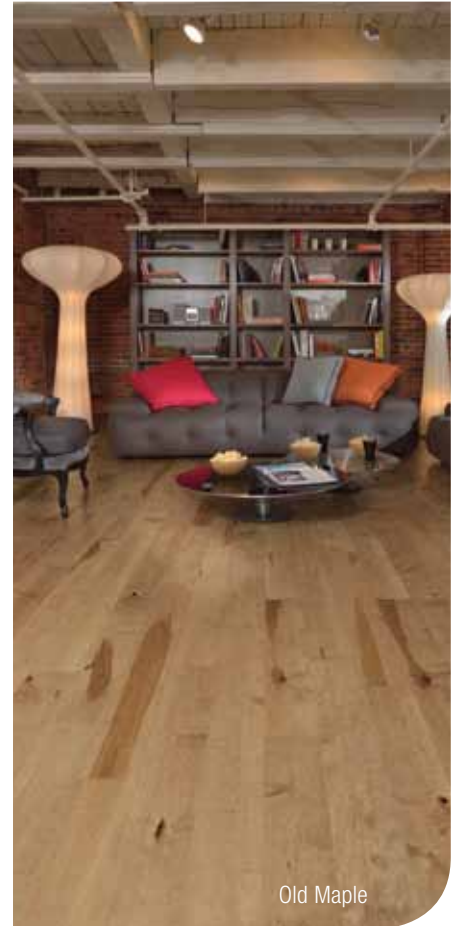
There is something truly new at Mirage this year: the textured surface featured in the Imagine Collection. Mirage uses a unique process to add texture to the wood to keep up with market trends.

Designed for real life, our textured floors help hide the marks and scuffs of daily use. They are available in three new tones: Papyrus, Linen, and Rock Cliff.

These new features are available on Old Red Oak and Old Maple, in Classic 4-1/4" width (Old Red Oak only) and Engineered 5" and 6-1/2" widths in Cashmere™ finish.



Old Red Oak



Old Maple

Papyrus

A golden brown speckled with gray for a chic and distinguished effect.

Take a closer look to see the new textured wood surface.





Old Maple



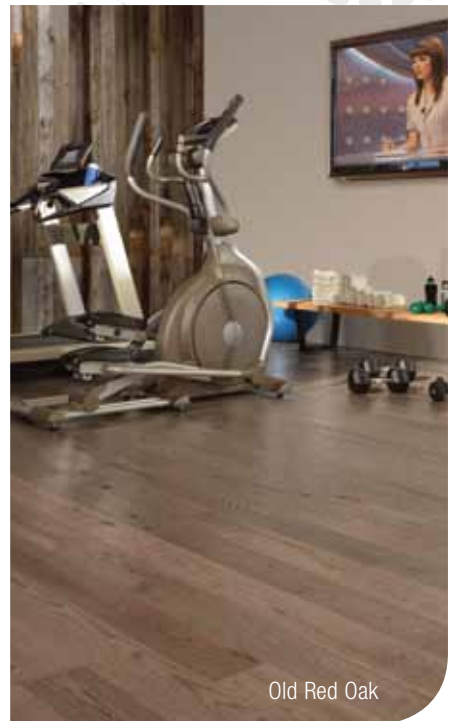
Old Red Oak

Linen

A medium brown to create a warm ambiance.



Old Maple



Old Red Oak

Rock Cliff

An intense gray with earthy accents for a natural yet contemporary look.

NEW PRODUCTS FOR 2013

Two new colors

Nordic: Dazzlingly white

Mirage is introducing a pure winter white to its range of colors designed to lighten up a room. This dazzling hue is available on Red Oak and Maple in Engineered 3-5/16" and 5" widths in Semi-Gloss finish. Nordic is also available on special order of 1,000 sq.ft. minimum, on Engineered 6-1/2" width and on Lock 4-5/16" width in Semi-Gloss finish.



Maple

Platinum: Taupe gray

Sumptuous Platinum has a taupe gray tone that marvelously enhances modern décor and bright hues. Platinum is available on Maple in Classic 3-1/4" width and in Engineered 3-5/16" and 5" widths in Semi-Gloss or Cashmere™ finish. It is also available on Classic in 4-1/4" width, with a special order of 500 sq.ft. minimum and, on Engineered 6-1/2" and Lock 4-5/15" widths, with a special order of 1,000 sq.ft. minimum.



Maple

Addition to Alive and Sweet Memories Collections

White Oak R&Q, formerly available on special order of 500 sq.ft. minimum in the Alive and Sweet Memories Collections, has now become standard.

Molding panel now available

Mirage has expanded its line of accessories with a brand new molding panel that can be inserted in the Maestro display. This panel shows the different moldings available in all technologies, species, and finishes, as well as the many benefits of using them. This innovative tool will help you better promote Mirage moldings.



Streamlined Mirage Collections

To make it easier to categorize Mirage products, the floors in the Elegant and Design Collections have been combined into the same collection now called **Inspiration**. The **Alive**, **Exotic**, **Sweet Memories**, and **Herringbone** series have also become Collections. The **Natural** Collection remains the same.



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