

FOR IMMEDIATE RELEASE



Media Contact:
M.H. Hanley
VP of Marketing and Strategy
mhh@thetiledoctor.com
404.537.1402

THE TILE DOCTOR LAUNCHES ENVIRONMENTALLY FRIENDLY ANTIMICROBIAL
- Industry Expert Silver Cornia Joins as CTO to Launch New Products -

ATLANTA, July 7, 2009 – Tile Media Properties (TMP), parent company of The Tile Doctor, today announced the addition of Silver Cornia as the company’s Chief Technology Officer. As one of the preeminent ceramic experts, Cornia’s first priority will be the launch of the company’s ground-breaking antimicrobial surface modifier for ceramic tile and sanitary ware, Tile Doctor Shield.

The Tile Doctor has secured the world-wide exclusive on the solution that has been widely accepted in other industries for more than 30-years. Cornia has pioneered a cost effective and durable application of the green antimicrobial for ceramics in response to the leaching biocides, heavy metals and other harmful solutions for control of mold and mildew currently on the market. Tile Doctor Shield technology is “so safe you can wear it.”

According to Curt Rapp, CEO of The Tile Doctor, “This technology stands above all others for ease of application coupled with safe and effective performance. After a simple treatment you have a product that is self cleaning and is effective against a broad spectrum of microbes; mold, algae, fungus are all no match for this technology.”

Initial testing by Cornia has shown the surface modifier to have no effect on COF. The modified surface is extremely durable but, unlike other antimicrobial solutions, it can be recharged easily in high traffic areas if needed. Aesthetically, the Tile Doctor Shield does not change the appearance of the surface, nor does it leach poisons or emit VOCs when on the treated surface. As an EPA and BPD registered antimicrobial (and other global registrations), it is effective to 99.9% reduction of growth of microbes like bacteria, mold and fungus.

The target applications are wall, floor and pool tiles and sanitary ware. Cornia is working with companies to incorporate the technology into installation products to remove the leaching technologies currently on the market. Hospitals, schools, public areas and homes can all benefit from this cost-effective and durable solution.

Cornia will oversee all new product development from the company's Sassuolo, Italy office. "It is with great pride and satisfaction that we welcome Silver to our team," said Rapp. "I have always believed Silver to be one of the greatest technical minds in the tile industry and am flattered he plans to share our commitment to advancing innovation to tile worldwide."

About The Tile Doctor

Founded in 1999 by tile industry veteran Curt Rapp, The Tile Doctor and its Internet properties, have been focused on the needs of the tile consumer and tile industry for nine years. With tens of millions of unique visitors over the years, in 2007 the company launched a line of how-to videos. This year, the company is unveiling a dramatic addition to the best tile information on the Internet: an advanced collection of products, solutions and machines for the industry professionals and consumers.

The company is incorporated as Tile Media Properties, a nod to the company's informational origins. Headquartered in Atlanta, Ga., the company is an active member of the Ceramic Tile Institute of America (ctioa.org) and is a proud supporter of Tile Partners for Humanity (tpfh.com). For more information, visit www.thetiledoctor.com.

Silver Cornia Biography

Silver Cornia will serve as Chief Technology Officer of The Tile Doctor. Cornia is well recognized as one of the experts in the ceramic industry worldwide. He spent his career breaking ground in ceramic style & design and innovations, most recently with the Marazzi Group, the world's largest tile manufacturer. For Marazzi, Cornia directed R&D, Quality programs, and New Products Development world-wide from the company's Sassuolo, Italy headquarters.

Prior to joining Marazzi, Cornia served in various capacities with Mohawk Industries, Dal-Tile and Edilgres USA with responsibilities ranging from Production, Quality Systems, New Products Development to R&D and Innovations. He maintains dual citizenship in Italy and the US. He studied Industrial Chemistry in Modena, Italy and has studied toward his doctorate at the University of Bologna.