



## The Tile Shop Introduces 2015 Design Preview, Providing Inspiration and Exclusive Collections to Consumers and Trade Professionals

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*New design catalog, product sampling program, free shipping options and added shopping resources part of continued Beautiful Made Easy commitment to customers*

**MINNEAPOLIS (October 29, 2014)** – [The Tile Shop](#) (NASDAQ: TTS), a specialty retailer of manufactured and natural stone tiles and installation materials, today announced the introduction of a [2015 Design Preview](#), a catalog format available online and in The Tile Shop stores around the country that showcases exclusive tile and natural stone collections, a complete style profile guide, design tips and product installation recommendations. The catalog marks the initial phase of an integrated strategy to offer customers added resources. It aligns with The Tile Shop's Beautiful Made Easy promise to take complexity out of tile shopping, and help consumers and trade professionals achieve their desired looks with greater ease through coveted design offerings and expert advice.

Other resources the company introduced today as part of the integrated strategy include updates to [Tilshop.com](#), enhanced to enable site visitors to shop by collections, by tile type and by style inspiration. [Tilshop.com](#) also showcases a new online mosaic sampling program and free shipping on all products when shipped to any of The Tile Shop's 105 stores.

The Tile Shop has embraced mobile phone capabilities by embedding QR codes on hundreds of tile and natural stone SKUs online, in stores and in the 2015 Design Preview catalog. The QR codes allow customers to scan products, envision them in their space and share visuals via social channels with friends, professionals or clientele.

"The Tile Shop has delivered sought-after products and design through our vignettes for nearly 30 years," said Chris Homeister, chief operating officer, The Tile Shop. "Now we've refreshed our inspiration and we're delivering it in more interactive, shareable formats directly into the hands of consumers, contractors, designers and builders. We've reduced the intimidation often associated with achieving great design. The Tile Shop knows our primary consumer customer does a lot of initial tile project homework online, using our site to research, explore possibilities and share their design ideas. Our goal is to ease the planning and idea process while helping to educate and inspire the customer as they put together new looks," said Homeister.

2015 Design Preview: Browse & Discover Whether customers are updating a kitchen or bathroom, investing in an outdoor living area or undergoing a complete home remodel, the 2015 Design Preview is a great place to start. The 2015 Design Preview catalog includes 49 pages of inspirational product ideas, full collections, coordinating finishing pieces, grout and setting material options, design tips and a style profile guide that matches elements of tile and natural stone pattern, finish and tone to personal style preferences. The featured collections are viewable in a digital flipbook format, allowing shoppers to click on their favorite selection to learn more about other style choices. Print copies of the catalog will be available in November 2015 at all Tile Shop stores.

From traditional white marbles, transitional slates and modern metallic to iridescent glass, colorful mosaics, high gloss ceramics and natural wood looks, The Tile Shop sources products from across the world and brings to life over 4,000 tile selections in many materials, colors, shapes and sizes.

"Some people know what they want and others are just at the early stages, so we're servicing all of them with a big emphasis around style. By putting together a bathroom, we want people to get a framework around color, texture, pattern and the number of pieces they need to create that custom look," says Homeister.

For more information or to access a digital copy of the 2015 Design Preview, visit [www.tilshop.com/design-book](http://www.tilshop.com/design-book). To order a print copy, contact 1-888-398-6595 or visit a [Tile Shop store](#) near you.

### Beautiful Made Easy Customer Experience

At The Tile Shop, design is a complimentary and integrated service. It begins with concept development, extends through product selections and guidance throughout the installation process. The Tile Shop offers a continuous service essential for a personalized and unique Beautiful Made Easy experience throughout the life of a project.

In-store design associates are available to provide one-on-one consultation tailored to each customer. Their knowledge of product - color selections, coordinating finishing pieces, and appropriate applications - is sure to instill confidence in each customer's vision.

### About Tile Shop Holdings and The Tile Shop

The Company is a specialty retailer of manufactured and natural stone tiles, setting and maintenance materials, and related accessories in the United States. The Company offers a wide selection of products, attractive prices, and exceptional customer service in an extensive showroom setting. The Company currently operates 105 stores in 30 states, with an average size of 22,500 square feet. The Company also sells its products on its website, [www.tilshop.com](http://www.tilshop.com).

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