



The Tile Shop and Ted Baker: Specialty retailer first in U.S. to offer global lifestyle brand's premium designer tile collection

October 14, 2016

MINNEAPOLIS – October 14, 2016 – The Tile Shop (NASDAQ: TTS), a specialty retailer of manufactured and natural stone tiles, today becomes the first U.S. retailer to offer the premium designer tile collection from Ted Baker, the global lifestyle brand.

Imported from Great Britain, the premium Ted Baker collection, manufactured by UK tile specialist British Ceramic Tile, is now available for order at any of The Tile Shop's 120 retail showrooms and online at tileshop.com. Select Tile Shop retail showrooms will also provide in-store merchandising of the stunning and distinctly-designed floor and wall tiles in markets that overlap with Ted Baker retail locations, including Boston, New York, Chicago, Scottsdale, Ariz. and Washington D.C.

"The Tile Shop continually strives to offer products that inspire each customer's unique sense of style. So we are delighted to be the first U.S. retailer to offer premium products from Ted Baker, a world-renowned fashion brand," said Kevin McDaniel, director of product design and development, The Tile Shop. "Ted Baker's iconic collection of tile and glass products are sure to delight and inspire interior designers and homeowners eager to make a distinctive fashion statement."

Founded in 1988 as a men's specialty shirt store, Ted Baker is famed for its quirky yet sophisticated fashion offerings, high quality design detailing and distinctive use of pattern and color in a wide range of areas – including its premium designer collection of tile and glass.

"As we evolve as a global lifestyle brand, we seek to align with like-minded companies that share our vision and unique style," said Craig Smith, brand communication director, Ted Baker. "In The Tile Shop, we have found an ideal partner that will introduce and propel our expanding collection of tile and glass products in the coveted U.S. marketplace."

Among the Ted Baker product lines offered by The Tile Shop are:

- **ArTile Collection:** a series of sleek, light reflecting glass tiles printed using Ted Baker's signature designs. Ideal for the kitchen or bathroom, these pieces are available in Shadow Floral, Vintage Rose, Flight of the Orient Grey and Mint.
- **TacTile Collection:** a selection of textured tiles that brings a touch of style inspired by some of Ted Baker's finest threads. These 3D wall tiles come in matte white and tonal grey and coordinate perfectly with the VersaTile range.
- **VersaTile Collection:** a range of functional cementi tiles with a touch of flair. Simple yet stylish, they can be coordinated with any of the Ted Baker selections, and come in three shades of grey and classic white.

For more information, please visit www.TileShop.com.

About The Tile Shop

Founded in 1985, The Tile Shop 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 high quality products, exclusive designs, knowledgeable staff, home décor ideas and exceptional customer service, in an extensive showroom environment with more than 50 full-room tiled displays. In-store or online, the complimentary Design Studio offers a collaborative platform to create customized 3D design renderings to scale, allowing customers to bring their design ideas to life by creating custom looks unique to their room dimensions and tile and stone preferences.

The Tile Shop is a proud member of the American Society of Interior Designers (ASID), National Association of Homebuilders (NAHB), and the National Tile Contractors Association (NTCA). The Tile Shop currently operates 120 retail showrooms in 31 states, with an average size of 21,700 square feet. The Tile Shop also sells products online at www.tileshop.com. Join The Tile Shop (#thetileshop) on Facebook, Instagram, Pinterest and Twitter.

About Ted Baker

Ted Baker London is world-renowned for its stylish and sophisticated menswear, womenswear, accessories (and everything in between), and loved for its quality and distinctive use of design and colour. With the perfect blend of attention to detail, beautiful designs and high quality fabrics, Ted mixes traditional and contemporary influences with an irreverent sense of humour and a quintessential British attitude.

About British Ceramic Tile

British Ceramic Tile is the UK's leading ceramic and glass tile manufacturer. With a history of manufacturing for over 100 years, the company prides itself on using the finest quality raw materials, modern production techniques and a highly skilled workforce, setting new standards in tile design and manufacture. Product, design and innovation are central to the business, with trends and technological advances translated into commercially successful tile collections, which offer our customers the best in class.

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