

## The Tile Shop Launches Super Store in San Antonio

December 19, 2013 10:41 AM ET

Company Release - 12/19/2013 10:00

MINNEAPOLIS--(BUSINESS WIRE)-- [The Tile Shop](#) (NASDAQ:TTS), a specialty retailer of high quality, premium manufactured and natural stone tiles, is launching its first super store in San Antonio, Tex.

The new 31,200 square foot San Antonio location will be The Tile Shop's largest store in the nation. In comparison, most of The Tile Shop's other retail locations throughout the United States average about 23,000 square feet. The new store will offer the most comprehensive selection of 4,500 beautiful and natural stone and tile products in the San Antonio market.

The new location is The Tile Shop's fourth retail location in Texas. The retailer currently has stores in Dallas and Plano, with plans to open two more stores in Austin and another store in Southlake. The Tile Shop currently operates 87 stores located in 28 states.

The Tile Shop's new store in San Antonio is located in the De Zavala Crossing retail development at 5219 De Zavala Road, just off the busy Interstate 10 West corridor (also known as the McDermott Freeway) between Loop 1604 and Interstate 410, which averages more than 207,000 vehicles daily.

The northwest part of San Antonio is considered the fastest-growing section of the city, which has a population of more than 2.2 million people. The U.S. headquarters of USAA and Valero Energy are located within a few miles of the new San Antonio location, along the I-10 corridor, as is the Six Flags amusement park. The new Tile Shop retail store is located near other major U.S. retailers such as Target, Walmart, PetSmart, and Home Depot.

When San Antonio homeowners enter their new Tile Shop retail location, they will receive the Beautiful Made Easy<sup>SM</sup> experience. This shopping experience helps homeowners find the most beautiful tile and stone in the world, and makes it as easy as possible for homeowners to purchase exactly what they need to transform their homes. The Tile Shop in San Antonio features fully decorated, room-size displays -- kitchens, baths, and other spaces within a home -- completed with actual appliances as well as lighting and plumbing fixtures, that allow the homeowner to envision what their Tile Shop tile and stone will look like, installed, in their home.

The Tile Shop's incredible offering of tile and stone is complemented with friendly and knowledgeable sales associates who are specially trained to help San Antonio homeowners realize their home decorating dreams. Kimberly Alvarez will manage The Tile Shop's new San Antonio location.

"The northwest section of San Antonio has experienced incredible growth over the past ten years as the city continues to expand northward," said Carl Randazzo, Senior Vice President of Retail for The Tile Shop. "Our new store is perfectly positioned in one of the most desirable parts of the city to help homeowners continue to enhance the value of their relatively new homes with premium tile and stone products."

"The 8,000 square feet of additional room in our new San Antonio super store offers us the ability to expand the presentation of our products, which I believe will inspire San Antonio homeowners to think even bigger about their next kitchen or bathroom remodeling project," added Randazzo.

For San Antonio-area homeowners who'd like to try the do-it-yourself route, The Tile Shop's new San Antonio location will offer a free "How to Tile" workshop every Saturday morning at 9:30 a.m. Participants are offered a hands-on opportunity to learn how to set ceramic tile, natural stone tile, and mosaic tile. The workshop covers everything that's needed to tile a floor, wall, or backsplash with either tile or natural stone, as well as how to grout, cut tile, and seal and maintain tile and natural stone. The Tile Shop also provides informational videos on how to install tile on its web

site, [www.tileshop.com](http://www.tileshop.com).

### **About Tile Shop Holdings and The Tile Shop**

The Tile Shop (NASDAQ:TTS) is a specialty retailer of manufactured and natural stone tiles, setting and maintenance materials, and related accessories in the United States. The Tile Shop offers a wide selection of products, attractive prices, and exceptional customer service in an extensive showroom setting. The Tile Shop operates 87 stores in 28 states, with an average size of 23,000 square feet. The Tile Shop also sells its products online at [www.tileshop.com](http://www.tileshop.com).

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Source: The Tile Shop