



The Tile Shop Expands with New Showroom in Brandon, Florida

December 1, 2014

FOR IMMEDIATE RELEASE

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Destination features over 5,000 products, inspirational indoor and outdoor vignettes, and installation education for residential and commercial needs

MINNEAPOLIS (Dec. 1, 2014) —[The Tile Shop](#) (NASDAQ: TTS), a specialty retailer of premium manufactured tile and natural stone, setting and maintenance materials, announced today that it has expanded its presence to the greater Tampa, St. Petersburg and Lakeland area with the opening of its second showroom in Florida, located at 471 West Brandon Boulevard. The new 22,000-square-foot showroom offers an inspiring destination with styled living spaces defined by a diverse collection of globally sourced, uniquely crafted tile and natural stone in unlimited color palettes and textures, complemented by a design and education center.

"Tile and natural stone surfaces continue to grow in overwhelming popularity in part because they encompass many styles, colors and textures that allow people to express their own idea of beauty. Whether customers aspire to dress up a single surface, update a room or remodel an entire home, we help bring them the product and design inspiration to achieve their vision, along with expert advice and confidence to take on their project," said Carl Randazzo, Senior Vice President of Retail for The Tile Shop. "We're excited to join the Brandon and surrounding community, and introduce our selection and signature 'Beautiful Made Easy' shopping experience to consumers and trade professionals."

Inspiration To Express Your Own Idea of Beautiful

When customers enter The Tile Shop, they will find everything they need to complete a home remodeling tile project, from expert store associate guidance through design and installation advice to high quality, readily available tile, stone, tools and setting materials. Customers can find products including:

- High quality tiles and natural stone in a variety of styles, color palettes and designs, including ceramic, glass, metal, porcelain, faux wood and more
- Shapes and patterns including subway, mosaic, square, rectangle, circle and many textured options, as well as all of the finishing pieces
- Wide assortment of ceramic and natural stone pencils, chair rails, listellos, decorative mosaics, and base and skirting pieces used to create a custom look for every space
- Natural stone options such as granite, slate, marble, onyx, quartzite, sandstone and limestone
- Ceramic and natural stone pieces to enhance the look and function of a space, including sink basins, corner shelves, soap dishes, towel bars, thresholds, shower curbs and switchplates
- Floor tile installation tools, including sealants and caulks, grout, adhesives, floats, substrates, tile cutting tools and more

Beautiful Made Easy

Shopping for tile can be exciting and sometimes overwhelming with so many choices – from shapes to colors to materials. When customers visit The Tile Shop, they receive a Beautiful Made Easy™ experience from expert associates who help identify their project needs, provide the best product recommendations, offer sound project planning, design and installation guidance, and make it as easy as possible for them to purchase exactly what they need to re-imagine and transform their space.

Design Ideas

The Tile Shop in Brandon features fully decorated, room-size displays -- kitchens, baths, and other spaces within a home, as well as premium lighting and plumbing fixtures that allow homeowners to see what their Tile Shop tile and stone will look like installed in their home.

Customers are encouraged to imagine the endless possibilities they can create in their space. They can get single ideas from The Tile Shop vignettes or re-create an exact replica of the vignette in their own home using all of the tile products they see in store.

Do-It-Yourself Workshops

For customers looking for tiling tips to complete their projects, The Tile Shop's Brandon location offers 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 at www.tileshop.com.

Brandon Store Hours

The Tile Shop in Brandon offers convenient store hours both during the week and on weekends. Store hours are Monday through Friday, 7:00 a.m. to 9:00 p.m., Saturday 9:00 a.m. to 6:00 p.m., and Sunday 11:00 a.m. to 6:00 p.m.

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 106 stores in 30 states, with an average size of 22,500 square feet. The Company also sells its products on its website, www.tileshop.com.

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