



The Tile Shop Introduces Design Studio

July 19, 2016

Digital "Design Studio" Lets Consumers, Trade Professionals and Sales Associates Collaboratively Build and Visualize Full Room Designs by Selecting Tile, Trim, Grout and Accompanying Accessories

MINNEAPOLIS, July 19, 2016 (GLOBE NEWSWIRE) -- The Tile Shop (NASDAQ:TTS), a specialty retailer of manufactured and natural stone tiles, setting and maintenance materials, and related accessories, today introduced an integrated digital [Design Studio](#) capability in all stores and online, allowing customers to personalize and visualize how an entire room or a distinct space will look upon completion of their project. *The Design Studio* gives customers and sales associates a collaborative platform to create customized 3D design renderings to scale. *The Design Studio* allows shoppers to input their specific room dimensions, choose from an extensive selection of The Tile Shop's tile and stone products, trim and grout, visualize various tile layout possibilities and select accompanying furniture and accessories, including lighting.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/7a270e89-6207-4247-9f98-cde50fc52332>

The complimentary *Design Studio* takes the long established premium shopping experience at The Tile Shop, featuring fully decorated room-size displays and free design services, a significant step further. No appointment is necessary, and shoppers can access the *Design Studio* with the help of a store associate at any of The Tile Shop's 118 store locations or independently online via a tablet, desktop or mobile device. Customers can register to use the *Design Studio* by simply creating an account with an email and password at tileshop.com, where they can also view a brief *Design Studio* video tutorial and save their projects along the way.

The Tile Shop's *Design Studio* provides designers, tile setters, custom homebuilders and other Trade Professionals the opportunity to easily create and share their ideas with clients in their precise setting, and it arms homeowners with a tool to share their vision with friends, family and professionals providing help or advice on their projects.

Users can create unlimited renderings until they land on the design that they love, and the tool's collaborative design capability means that anyone who receives a shared plan can edit it directly. Once a final design is chosen, the *Design Studio* also has the capability to tabulate exact product quantities needed to complete the project.

"With our new design tool, we have significantly improved our capability to simplify the design process for our customers while also bringing their customized ideas to life in an innovative way. However we engage customers — whether it be through a visit to one of our showrooms or online — it's all part of a seamless tile design and shopping experience," said Chris Homeister, CEO. "*Design Studio* creates an all channel, collaborative experience between homeowners, our sales associates and any trade professionals involved with a project. We know consumers want added confidence in their tile selections, and this delivers on that need. We're excited to deliver an accessible tile design tool that allows our customers to create and share customized inspiration that further enhances The Tile Shop customer experience," said Homeister.

The *Design Studio* offers several features and benefits for customers of The Tile Shop, including:

- A new way to digitally create and visualize how tile and fixtures will look based on exact room dimensions
- Collaborative design and project clarity - all plans can be shared and any recipient can make design changes and suggestions
- Quick and simple online or in-store registration
- Capability to select an extensive selection of The Tile Shop's most popular tiles in a variety of shapes, patterns, sizes, colors, designs and materials, including marble, travertine, ceramic, glass, granite, metal, porcelain, faux wood, onyx, quartzite, sandstone, limestone and more
- Option to change the tile layout of a floor or wall surface at the click of a button – from horizontal to vertical to herringbone
- Ability to select from multiple grout colors
- Option to incorporate illustrative fixtures such as lights, mirrors, bathtubs and vanities to create a complete room design
- Simplified way to take designs and turn them into product orders for the exact quantities needed

Additionally, shoppers can request a cost estimate for an individual *Design Studio* rendering by sending it directly to The Tile Shop showroom in their area or by submitting it online at tileshop.com, and an associate will follow up to provide a project estimate. Alternatively, they can send renderings directly to their preferred Trade Pro for an estimate.

The Tile Shop simplifies tile shopping with the help of expert associates who can identify customer project needs, provide product recommendations and offer project planning and design suggestions, making it easy to purchase exactly what's needed to transform a space.



The Tile Shop's Design Studio allows shoppers to virtually bring design ideas to life, creating custom looks unique to their own room dimensions and tile and stone preferences.

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. 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 118 stores 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](#).

Contacts:

Investors:

Adam Hauser

763-852-2950

investorrelations@tileshop.com

Media:

Kate Weaver

612-562-4477

Kate.Weaver@Ketchum.com



Tile Shop Holdings, Inc.