

The Tile Shop Opens New Retail Store in North Plainfield, N.J.; Fifth Store in New Jersey

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MINNEAPOLIS--(BUSINESS WIRE)-- [The Tile Shop](#) (NASDAQ:TTS), a specialty retailer of high quality, premium manufactured and natural stone tiles, has opened a new retail store in North Plainfield, N.J., a suburb located about 30 minutes southwest from New York City.

The new location, the fifth retail store for The Tile Shop in New Jersey, offers Somerset County homeowners an unprecedented selection of more than 4,500 beautiful and natural stone and tiles. The new store is the retailer's 17th new store this year out of a planned 20 new stores. The Tile Shop currently operates 86 stores located in 28 states. Other Tile Shop retail locations in New Jersey include: Moorestown, Rochelle Park, Edison, and Livingston.

The Tile Shop's new North Plainfield store is located near the Wachtung Square shopping center at 1200 Route 22 along the densely populated Route 22 corridor. The new Tile Shop retail store is located near other well-known major retailers such as Target, Kohl's, B.J.'s Wholesale Club, Toys-R-Us, Old Navy, Bed, Bath & Beyond, Staples, Office Max, ShopRite, and Pier 1 Imports.

The Tile Shop has partnered with North Plainfield V.F., LLC to develop the new 23,003 sq. ft. location, which will be managed by George Ochman, who joined The Tile Shop in 2011.

When North Plainfield homeowners enter the new Tile Shop retail location, they will be treated to one of the most impressive presentations of tile and stone in the retail industry. The North Plainfield Tile Shop features fully decorated vignettes - kitchens, baths, and other spaces within a home - showcasing The Tile Shop's vast offering of beautiful stone and tile, and completed with actual appliances as well as lighting and plumbing fixtures.

The Tile Shop's incredible offering of tile and stone is complemented with friendly and knowledgeable sales associates who are specially trained to help New Jersey homeowners realize their home decorating dreams.

"In preparing to open our new store in the borough of North Plainfield, we came to understand that residents of this area expect high quality products that deliver incredible value and beauty to maintain their historic homes," said Carl Randazzo, Senior Vice President of Retail for The Tile Shop. "The community features a wide range of home styles, from Victorians built in the 1880s and 1890s, when North Plainfield was just a couple decades old, to contemporary, post-war ranch homes built in the 1950s."

"The incredibly hard-working and busy people in this part of New Jersey also expect retailers to make it as easy as possible to navigate their stores," Randazzo added. "We make the process of shopping for stone and tile as easy as possible by anticipating the needs of our North Plainfield-area customers with the products, accessories and the know-how to help."

For North Plainfield-area homeowners who'd like to try the do-it-yourself route, The Tile Shop's new New Jersey location will offer a free, hour-long "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.

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 86 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.

Pocket Hercules

Stephen Dupont, 612-435-8315

stephen@pockethercules.com

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