

The Tile Shop Opens First Retail Store in Tulsa

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MINNEAPOLIS--(BUSINESS WIRE)-- [The Tile Shop](#) (NASDAQ:TTS), a specialty retailer of high quality, premium manufactured and natural stone tiles from all over the world, will open a new retail store in Tulsa, Okla.

The new location, the first retail store for The Tile Shop in Oklahoma, offers Tulsa homeowners an unprecedented selection of more than 2,000 beautiful and natural stone and tiles with which to realize their home decorating dreams. The new store is the retailer's 15th new store this year out of a planned 20 new stores. The Tile Shop currently operates 85 stores located in 24 states.

The Tile Shop's new Tulsa store is located at 9915 East 71st Street in the Union Plaza Shopping Center, a 338,000 sq. ft. shopping mall anchored by retailers such as Bed, Bath & Beyond, Dick's Sporting Goods, and Hobby Lobby.

The Tile Shop has partnered with Saul Holdings Limited Partnership to develop the new 19,100 sq. ft. location. The new store will be managed by Kevan Cole, who joined The Tile Shop in 2011.

The Tile Shop shopping experience is unequalled in the tile and stone industry. Tulsa homeowners will be greeted by experienced, knowledgeable and friendly sales associates who are prepared to educate homeowners about the benefits of beautiful stone and tile made with natural materials, and to provide helpful advice on how to fully realize their investment in stone and tile.

To spark ideas and to stir the imaginations of homeowners, each Tile Shop location 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.

"Tulsa homeowners want the best of the best. And that's what we aim to bring them with our new retail location," said Carl Randazzo, senior vice president of retail for The Tile Shop. "Tulsa homeowners take great pride in their homes. They want to surround themselves with natural beauty. We make the process of discovering the stone and tile that's right for your home as easy as possible with beautiful products incredibly presented, sold by sales associates who are trained to carefully listen to our homeowner customers."

For Tulsa homeowners who'd like to explore the do-it-yourself route, The Tile Shop's new retail location in Tulsa will offer a free, hour-long "How to Tile" workshop every Saturday morning at 9:30 a.m. Workshop participants are offered a hands-on opportunity to learn how to set ceramic tile, natural stone tile, and mosaic tile. The seminars cover the skills 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, <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 85 stores in 24 states, with an average size of 23,000 square feet. The Tile Shop also sells its products online at www.tileshop.com.

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