

The Tile Shop Expands Premium Tile and Natural Stone Offering with 20 New Retail Stores Slated to Open in 2014

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New stores offer homeowners and contractors inspiration from 5,000 tile and natural stone products, and design ideas for kitchens, bathrooms and more

MINNEAPOLIS--(BUSINESS WIRE)-- The typical tile-shopping experience can result in customers feeling confused about the flurry of shapes, colors and materials, paralyzed by the number of seemingly similar products, distrustful of less-than-knowledgeable sales associates and fearful of making a costly mistake they “ or their clients “ may have to live with for a long time. However, The Tile Shop (NASDAQ: TTS), which will expand its presence to 108 locations by the end of 2014, is a specialty retailer of high quality, premium manufactured and natural stone tiles that goes beyond selling tile to offer contractors and homeowners a “Beautiful Made Easy” experience.

“Through our store layout and sales associates, who offer project planning, design counsel, tile recommendations and installation guidance, we are able to meaningfully connect with our customers and meet their individual project needs with affordable tile and natural stone products, building a foundation for an ongoing relationship,” said Carl Randazzo Senior Vice President of Retail for The Tile Shop.

The Tile Shop offers customers a selection of more than 5,000 different types of affordably priced tiles and natural stone products. Showrooms feature between 30 and 70 inspirational bathroom and kitchen vignettes to tour and touch, bringing customers real-life tile, trim and accent ideas as they undergo their tile projects.

New Store Openings, Relocations, Expansions and Remodels

By the end of 2014, The Tile Shop will have a total of 108 retail locations nationwide, including 20 brand new stores and 15 to 20 remodeled stores.

- **New stores recently opened** in Ft. Wayne, Ind., Scottsdale, Ariz., Lincoln Park, Ill., Shrewsbury, Mass., Southlake, Texas, Albuquerque, N.M., Austin, Texas, Tempe, Ariz.
- **New stores opening soon** in Denver, Tampa, Fla., Mentor, Ohio, Columbia, S.C., Wichita, Kan., Colonie, N.Y., North Charlotte, N.C., Greensboro, N.C., Wexford, Pa., Montgomeryville, Pa., Brandon, Fla., Eatontown, N.J.
- **Recently remodeled stores** in Bloomington, Minn., Roseville, Minn., Independence, Mo., Sterling, Va., Lexington, Ky., Indianapolis, Shawnee, Kan., West Allis, Wis. and Grand Rapids, Mich.

“I love to bring our tile to life for customers in our showroom displays, which showcase the most current design styles and trends. Each Tile Shop store features our tile and stone products in a real life setting, so shoppers can experience how they’ll look and feel in their own home,” said Kirsty Froelich, Corporate Design Director for The Tile Shop.

Tile and Natural Stone Inspiration Without the Intimidation

When customers enter The Tile Shop, they can expect to find everything they need to complete a home tile project, from expert store associate guidance through design and installation advice to high quality, readily available tile, stone, tools and setting materials “ all at an attractive price. The Tile Shop products include:

- High quality tiles and natural stone in a variety of styles and designs, such as ceramic, glass, metal, porcelain and faux wood
- 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

Defining The “Beautiful Made Easy” Customer Experience

Shopping for tile can be exciting and sometimes overwhelming. When customers visit The Tile Shop, they receive a Beautiful Made Easy™ experience from trained associates, who help identify their project needs, provide the best product recommendations, offer sound project planning and budget counsel, design and installation guidance, and make it easy for them to purchase exactly what they need to transform their homes.

Inspiring Design

The Tile Shop 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 and stone will look like installed in their home.

Customers are encouraged to imagine the endless possibilities they can create in their space. Customers can get single ideas from The Tile Shop in-store 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 homeowners or contractors looking for tiling tips to complete their projects, The Tile Shop offers free “How to Tile” workshop every Saturday at 9:30 a.m. Participants receive 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.

Contractor Benefits

The Tile Shop offers certified contractors exclusive benefits minimum money down to place an order, 30-day terms to qualified contractors, an email notification regarding order availability, and free design services for their customers. The Tile Shop also has a flexible six-month return policy and does not charge a restocking fee, both added benefits for all customers.

Ugliest Kitchen & Bath Contest

From now through May 22, 2014, homeowners can enter photos of their ugly kitchens and bathrooms to [Facebook](https://www.facebook.com) or [Instagram](https://www.instagram.com) using #thetileshop for a chance to win \$1,000 in free tile at The Tile Shop complete with a VIP design consultation. All photo submissions are eligible for a weekly \$100 gift card drawing.

Visit www.tileshop.com/storelocator/locations.aspx for specific store locations and hours. The Tile Shop also sells its products online at www.tileshop.com. Free shipping is provided for all online orders that are \$399 or more.

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 92 stores in 30 states, with an average size of 23,000 square feet. The Tile Shop sells its products online at www.tileshop.com.

For The Tile Shop

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