

## Shop Enters Connecticut with Two New Retail Stores

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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 its first retail locations in Connecticut.

The national retailer of premium, natural tile and stone has opened a 15,120 square foot location in the Danbury suburb of Brookfield, Conn., and a 20,740 square foot location in Norwalk, Conn.

The Tile Shop's new store in Danbury is located at 18 Federal Road in Brookfield, an in-demand suburb situated near lakes Candlewood and Lillinonah. The new store is located in the Candlewood Plaza Shopping Center and is near other national and regional retailers such as Costco, Target, Best Buy, ShopRite, GNC, Home Depot, Michael's, TJ Maxx, Walgreens and P.C. Richard & Son appliances.

The Tile Shop's other new store is located in the ShopRite Plaza in the Oak Hills neighborhood of Norwalk, Conn., near the Oak Hills Park Golf Course. The new store is easily accessible to local residents who use Route 1, also known as Connecticut Avenue, a major east-west corridor, for commuting and shopping. About 29,000 cars pass the ShopRite Plaza on a daily basis. The new Norwalk store is located near other major retailers such as ShopRite, Target, Staples, and Home Depot, as well as near the corporate headquarters of Diageo, GE Capital, Virgin Atlantic Airways, and Xerox.

When Connecticut homeowners enter their nearest Tile Shop store, they will receive the Beautiful Made Easy<sup>SM</sup> experience. The Tile Shop is dedicated to helping homeowners find the most beautiful tile and stone in the world to achieve their home remodeling dreams, and making that process as easy as possible.

The Tile Shop stores in Danbury and Norwalk both feature fully decorated, room-size displays -- kitchens, baths, and other spaces within a home -- completed with actual appliances as well as lighting and plumbing fixtures. These displays are one of the ways that The Tile Shop is different from its competitors. These in-store displays give homeowners the opportunity to envision what their Tile Shop tile and stone may look like, installed, in their home.

The Tile Shop's incredible offering of tile and stone (more than 4,500 products) is complemented with friendly and knowledgeable sales associates who are specially trained to help Connecticut homeowners realize their home decorating dreams. Kyle Buckminster will manage The Tile Shop's new Danbury store and Anthony Bruno will manage the new Norwalk store.

"We're excited about bringing the Beautiful Made Easy experience to Connecticut," said Carl Randazzo, Senior Vice President of Retail for The Tile Shop. "There are many beautiful, historic homes in both areas. The Tile Shop brings Danbury and Norwalk residents the widest, deepest selection of natural tile and stone in Connecticut -- including natural marble and granite that homeowners with turn-of-the-century homes will find very appealing. Our tile and stone experts can help homeowners re-capture the history of their homes with authentic tile or stone, or give older homes a completely new contemporary look and feel."

For Connecticut homeowners who'd like to try the do-it-yourself route, The Tile Shop's new Danbury and Norwalk locations offer free "How to Tile" workshops every Saturday morning at 9:30 a.m. The workshops provide 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](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 90 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](http://www.tileshop.com).

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