

The Tile Shop Store Opens Third Store in Boston

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MINNEAPOLIS--(BUSINESS WIRE)-- [The Tile Shop](#) (NASDAQ:TTS), a specialty retailer of high quality, premium manufactured and natural stone tiles, is launching its third retail store in the Boston metropolitan area.

The new 15,805 square foot store will be located in the Worcester suburb of Shrewsbury, Mass., which was ranked 15th by *Money Magazine* in its annual 2013 "Best Places to Live" survey. The new store will join The Tile Shop's other Boston area stores in Natick and Avon.

While Shrewsbury's history dates back to the late 1700s, the suburb experienced its greatest growth between 1960 and 2010, when its population more than doubled to its present size. Shrewsbury offers a small-town New England feel with easy access to jobs in nearby Worcester and Boston, which is located about 40 miles to its east.

Located at 476 Boston Road along the busy Boston-Worcester Turnpike, also known as the Ted Williams Highway, the new Tile Shop store sits along one of the major east-west commuting routes in and out of Boston. Near the Shrewsbury Crossing Shopping Center, the Tile Shop's new location is a magnet for suburban shoppers who want access to other in-demand national retailers such as Home Depot, Staples, Bed, Bath & Beyond, and Pier 1 Imports, as well as regional grocery chains, Patel Brothers and Stop and Shop.

When Shrewsbury and Worcester homeowners enter their new Tile Shop retail location, they will receive the Beautiful Made Easy experience. This shopping experience helps homeowners find the most beautiful tile and stone in the world, and makes it as easy as possible for homeowners to purchase exactly what they need to transform their homes.

The Tile Shop in Shrewsbury will 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, which allows homeowner to better envision what their Tile Shop tile and stone will look like in their home.

The Tile Shop's incredible offering of 4,500 products is complemented with friendly and knowledgeable sales associates who are specially trained to help nearby homeowners realize their home decorating dreams. Brian Macisaac, who joined The Tile Shop in 2012, will manage The Tile Shop's new Shrewsbury location.

"The Tile Shop and Shrewsbury are a great fit for each other," said Carl Randazzo, Senior Vice President of Retail for The Tile Shop. "Our new store will offer a wide range of tile and stone products that will go well with the architectural styles of the homes located in and around Shrewsbury, many of which were built between the 1960s and the early 2000s, in keeping with the suburb's population growth."

For Shrewsbury-area homeowners who'd like to try the do-it-yourself route, The Tile Shop's new Shrewsbury location will offer a free "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 89 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 for The Tile Shop

Stephen Dupont, 612-435-8315

stephen@pockethercules.com

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