

The Tile Shop Opens First Retail Store in Oklahoma City

January 8, 2014 3:58 PM ET

Company Release - 01/08/2014 13:45

MINNEAPOLIS--(BUSINESS WIRE)-- [The Tile Shop](#) (NASDAQ:TTS), a specialty retailer of high quality, premium manufactured and natural stone tiles, has launched its first retail store in Oklahoma City.

The new 19,100 square foot Oklahoma City location is The Tile Shop's second store in Oklahoma. The company recently opened a new store in Tulsa. The new store offers the most comprehensive selection of 4,500 beautiful and natural stone and tile products in the Oklahoma City market.

The Tile Shop's new store in Oklahoma City is located at 2844 N.W. 63rd Street in the French Market Shopping Center. The new store is located on the north side of the city, near the affluent Nichols Hills and Village neighborhoods, just off the Lake Hefner Parkway and near the busy six-lane Northwest Expressway. The new location is situated in a high traffic retail location near other in-demand retailers including Target, Walmart, Best Buy, Costco, Petsmart, Bed Bath & Beyond, and Michael's.

When Oklahoma City homeowners enter their new Tile Shop retail location, they will receive the Beautiful Made EasySM 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 Oklahoma City 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, that allow a homeowner to envision what their Tile Shop tile and stone will look like, installed, in their home.

The Tile Shop's incredible offering of tile and stone is complemented with friendly and knowledgeable sales associates who are specially trained to help Oklahoma City homeowners realize their home decorating dreams. Jeremy Hellings, who joined The Tile Shop in 2010, will manage The Tile Shop's new Oklahoma City location.

"We're excited to launch our first store in Oklahoma City," said Carl Randazzo, Senior Vice President of Retail for The Tile Shop. "Our new Oklahoma City store is located in a very desirable area of the city " between Nichols Hills and Lake Hefner. It's an area known for its distinct homes. Our new store is perfectly positioned in a high traffic location to meet the needs of discerning homeowners who are looking for beautiful, high quality, natural tile and stone for their home remodeling projects."

For Oklahoma City-area homeowners who'd like to try the do-it-yourself route, The Tile Shop's new Oklahoma City 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 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.

For The Tile Shop:

Pocket Hercules
Stephen Dupont, 612-435-8315
stephen@pockethercules.com

Source: The Tile Shop