



Floor & Décor Adds another Unique Retail Concept in Arizona

*Floor & Décor Outlets of America builds on Success of Phoenix Store
with Grand Opening in Tempe*

KENNESAW, GA (MAY 22, 2006) – Floor & Décor Outlets of America

(www.flooranddecoroutlets.com) has announced the grand opening of their newest store in Tempe, Arizona just 17 months since their first store opened in the Glendale suburb of Phoenix. The 60,000-plus square-foot unique retailer will celebrate its grand opening this Friday, May 26th and is designed to supply the Arizonians growing demand for hard-flooring options at significant discounts. This demand has been proven by the successes demonstrated in their first Phoenix store since its opening. Floor & Décor, a privately-held company, will open its new store at 7500 South Priest Rd, Tempe with their trade-mark discount prices on hardwoods, laminates, ceramic, porcelain, marble, travertine and tile accents.

“The grand opening of this new store is a positive demonstration of our investment in the burgeoning Arizona market,” explained Michael Froning, President & CEO of Floor & Décor Outlets of America. “Factor that growth along with a sophisticated and discerning homeowner clientele and Floor & Décor and the Tempe metro area are a perfect match. We passionately believe that buying flooring shouldn’t be an anxious or expensive proposition. That’s why we’re committed to providing the largest in-stock selection of hard flooring products available at significant discounts.”

Floor & Décor has grown from a two-store flooring liquidator carrying seconds and overruns based in Atlanta, to a first-quality retail powerhouse with 13 stores in major metro markets including Phoenix, Houston, Dallas, Tampa, Jacksonville, and South Florida in little more than three years. The unique business model has capitalized on a growing national trend away from traditional carpeting toward a full-range of hard flooring options. Taking the “big box” concept and creating a warm, welcoming environment with a knowledgeable and well-trained staff, Floor & Décor delivers unmatched value to customers on both cost and selection.

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Danny Biebricher, Vice President of Stores explains, "It's very difficult to make such an important decision such as flooring from a sample board or a single piece of tile." "We feel our selection not only offers our customers greater choices, but also adds inspiration to the decision process. Our goal is to allow the customer to shop and browse at their leisure, utilizing our lifestyle displays, in-store signage and talented product specialist to be better informed and, even inspired, when making their flooring choices. You can't get that at an all-in-one, big-box home retailer." As we state in our advertising, "Step inside and you'll understand!"

Floor & Décor's geographic expansion mirrors some of the fastest growing metropolitan markets in America. However, the company's growth hasn't solely been dependent upon geography. That's due to the one constant in an increasingly volatile economy – the burgeoning home improvement market. Remodeling investment and DIY spending continues to grow annually despite recessions and down economic periods. According to the Homebuilders Almanac, Americans spent more than \$30 billion on home improvement in 2004 alone. And hard surface flooring demand in the U.S. is forecasted to increase 3.3 percent per year through 2007.

Beginning Friday, May 26th and continuing for 1 week only, customers shopping at Floor & Décor's newest Arizona store will enjoy:

- ✓ Ceramic Tiling from .39 per square foot
- ✓ Laminate flooring from .69 per square foot
- ✓ Travertine starting at just \$1.89 per square foot

Additionally, the first 100 people who come into the new store on Saturday and Sunday will be given a free Bruce Hardwood Floor Care Kit.

About Floor & Decor

Launched in 2002, Floor & Décor Outlets of America introduced a revolutionary concept to the industry by providing customers with affordable inspiration via the largest selection of hard flooring products at deeply discounted prices. Customers can select, buy and take home flooring on the same day, all in a friendly, knowledgeable and welcoming environment. Headquartered in Kennesaw, Georgia, Floor & Décor Outlets of America

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operates three locations in Atlanta, in addition to locations in Dallas, Houston, Jacksonville, Pompano, Tampa and now two in Arizona.

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