



**FOR IMMEDIATE RELEASE**

**FLOOR & DECOR LAUNCHES THEIR NEW STORE IN ORLANDO MAY 11<sup>th</sup>**  
*As Floor & Decor Expands, Their Focus on Design Expands as Well – With New Alliance Partner, Genevieve Gorder*

(KENNESAW, GA – April 25, 2007) – Floor & Decor Outlets of America, the revolutionary concept in the home improvement category providing affordable access to the largest inventory of hard flooring products at the lowest prices, announced the opening of their newest store Orlando on Friday, May 11<sup>th</sup> at the Colonial Plaza Shopping Center. “The Floor & Decor concept is simple – empower customers with unmatched selection, low pricing and in-stock inventory of high quality hard surface flooring that can be purchased and taken home the same day,” stated President and CEO, Michael K. Froning.

Floor & Decor chose the Orlando market because it continues to be one of the highest growth markets with both a solid housing and remodeling market. The average expenditure on hard surface flooring per capita is one of the highest in the county.

Floor & Decor Outlets of America has teamed up with famed designer and breakout star of The Learning Channel’s (TLC) nationwide phenomenon “Trading Spaces” and “Town Haul,” Genevieve Gorder as their spokesperson as they expand their new concept nationwide. “This is an amazing marriage,” declared Genevieve. “We share a lot of the same philosophies on what design is and can be. Design should be accessible to everyone, and it is companies like Floor & Décor that make this a possibility - through great product at a great price. The fact that they offer all of these high quality hardwoods, stone and tile and that they are all IN-STOCK?! It’s a designers/DIYers/builders dream!”

Danny Biebricher explains, “We chose the Colonial Plaza Shopping Center because of its accessibility within the entire Orlando MSA. It enables Floor and Decor to be able to serve the entire Central Florida market. Our goal is to allow the customer to shop and browse at their leisure, utilizing our lifestyle displays, in-store signage and trained product specialists to be better informed and inspired when making their flooring choices. You cannot get that at an all-in-one, big-box home retailer. As we state in our advertising ... Step inside and you’ll understand!”

“In all of the new markets we enter, our merchandising team spends hours preparing our merchandising programs to best meet the needs and tastes of the market. The Orlando market is a great blend of the design tastes popular throughout Florida. Whether it is a polished and rectified 20’ x 20” porcelain floor tile, a rustic 18” x 18” light travertine stone tile, or a beautiful solid oak hardwood, customers will find a great range of colors and styles that are popular in the market,” explains Clif Denney, Chief Merchandising Officer.

Since its inception in 2002, Floor & Decor has literally created a new market within the home improvement category. In the process, we have changed the customer’s perception of, relationship to, and the way they buy hard flooring products for the home.

Floor and Decor Outlets of America has retail locations in Atlanta, Dallas, Denver, Houston, Jacksonville, Las Vegas, Orlando, Phoenix, Pompano, San Antonio and Tampa with expansion plans in 2007 to include Austin, Texas; Columbus, Ohio; Los Angeles; and New Orleans – making it a leader in the burgeoning home improvement market.

### **About Floor & Decor**

Headquartered in Kennesaw, Georgia, Floor & Decor Outlets of America is a revolutionary concept in the home improvement category, empowering customers with affordable inspiration by providing direct access to the largest inventory of hard flooring products, at the most competitive prices, in a welcoming and well-staffed environment. Customers can select, buy and take home flooring on the same day. More information can be found at [www.flooranddecoroutlets.com](http://www.flooranddecoroutlets.com).

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