



FOR IMMEDIATE RELEASE

FLOOR & DECOR TO OPEN FIRST WEST COAST STORE
Floor & Decor Selects Norco as it becomes a Coast-to-Coast Retailer

(KENNESAW, Ga. – Aug. 8, 2007) – Floor & Decor Outlets of America, the revolutionary concept in the home improvement category, has announced its expansion to the West Coast with the opening of its newest store in Norco, Calif. The 36,000-square-foot store is set to open its doors on Friday, August 17th at 200 Hidden Valley Parkway, and is the 23rd store for the retailer since its inception in 2001.

“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, which has shown a strong increase in sales regardless of the economic downturn in the housing market, chose Norco for its newest store because of the city’s prime location half way between Los Angeles and San Diego. The Southern California market is the No. 1 top hard surface flooring market in the country and has one of the highest consumption rates per household.

The opening in this area is a strong indicator of the retailer’s success, with customers now able to buy Floor & Decor products coast-to-coast across the country. However, the store is very locally focused and managed. “We are proud to have Tony Gibson open our Norco location as general manager and lead the 40 employees who’ve joined our team from the Southern California area,” said Danny Biebricher, vice president of Operations. Gibson was recruited by Floor & Decor based on his 19 years of retail experience. “He has the background and knowledge on what it takes to make a new business successful in this marketplace.”

Danny Biebricher explains, “Floor & Decor’s 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!”

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As in all of Floor & Decor's new markets, its merchandising team spends hours preparing programs to best meet the needs and tastes of the market. "In addition, our buyers shop the market well in advance of our opening in order to fully understand the areas specific nuances. Our assortment in Norco will reflect a blend of design styles and tastes popular throughout Southern California. Whether it's ceramic, stone, or hardwood flooring, customers will find a wide variety of low-priced, quality designs and colors from which to choose," explains Cliff Denney, chief merchandising officer. And we have a wide selection of trims, borders, and mosaics available to complement our customers design needs."

Floor & Decor has literally created a new market within the home improvement category. In the process, the retailer has transformed the customer's perception of, relationship to, and the way they buy hard flooring products for the home.

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!"

Floor and Decor Outlets of America has retail locations in Atlanta, Austin, Dallas, Denver, Houston, Jacksonville, Miami, Las Vegas, Orlando, Phoenix, Ft. Lauderdale, San Antonio, Tampa and Southern California with plans for additional expansion in 2008 – making it a leader in the burgeoning home improvement market.

About Floor & Decor

Headquartered in Kennesaw, Ga., 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.

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