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**FLOOR & DÉCOR OPENS SECOND STORE IN TAMPA BAY AREA
IN LESS THAN TEN MONTHS**

Home Flooring Giant's Substantial Investment Bodes Well for the Area

(KENNESAW, GA January 12, 2007) – Floor & Décor Outlets of America, the flooring home improvement concept company based out of Kennesaw, will open its second store in the Tampa Bay area in less than ten months. The company, that has been credited with creating a new market within the home improvement category, unveiled it's first Tampa store in the Brandon area in March 2006 and will open the doors to its second store, located in Clearwater today, therefore ensuring coverage of both sides of the bay.

Floor & Décor, which was started in 2002, sources it's inventory directly from the manufacturers, which enables them to deliver prices up to 50% lower than the competition. The highly successful warehouse concept will employ more than 140 people in the Tampa Bay area and has purchased more than 120,000 square foot of real estate in prime locations.

“Our second investment in the Tampa area in less than ten months is attributed to the growing business market and high levels of employment in this part of the country,” said Danny Biebricher, vice president of stores. “With the burgeoning real estate market people are seeing the benefits of investing in their homes and are choosing the high quality, low cost products that we are able to provide to do it.”

Clif Denney, senior vice president and chief merchandise officer added, “our product assortment provides the Clearwater market with some of the best looks and values in the flooring industry at prices everyone can afford. There is no better way to add fashion and value to you home than with a new floor or counter top, and we are proud to offer the best in stock selection in Tampa. We purchase products from 26 different countries from around the world and work directly with factories to bring our customers the best possible price and selection. “

Michael Froning, President & CEO of Floor & Decor Outlets of America adds, “These two locations are an example of how far our concept has evolved. In addition to our core value proposition

of price and selection we have heeded our consumer feedback and upgraded our design displays, signage and lighting. These are just two of eighteen that we have opened over the last few years and our success and quick growth is testament to our staff and loyal consumers who know that once you have discovered Floor & Décor your flooring search is over.”

About Floor & Decor

Launched in 2002, Floor & Decor 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 & Decor Outlets of America operates three locations in Atlanta, two locations in Arizona, four locations in Florida, seven locations in Texas and two locations in Colorado. More information can be found at www.flooranddecoroutlets.com

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