

NEWS RELEASE

FOR IMMEDIATE RELEASE

Customers experience “Euphoria” at Floor & Décor’s President’s Day special event

ATLANTA Feb. 14, 2006 – Customers shopping at Floor & Décor this holiday weekend are liable to end up in a state of “Euphoria.” It’s the rare retail condition brought about by an unmatched selection of hard flooring products – ceramic tile, hardwoods, laminates, and more – at unbeatable prices. Just in time for the peak winter DIY months, Floor & Décor’s Winter Liquidation Event has special event pricing on a wide array of hard flooring products.

Beginning Friday, February 16 and continuing through Monday, February 20, customers shopping at Floor & Décor’s I-85 at Clairmont, Kennesaw and Southlake locations will enjoy:

- ✓ Ceramic tile starting at 39 cents per square foot
- ✓ Laminate flooring from 49 cents per square foot
- ✓ Hardwoods as low as \$2.29 per square foot

“It’s really rewarding to see our first-time customers’ reactions when they visit,” explained Michael Froning, President & CEO of Floor & Décor. “Most big-box retailers have little more than an aisle or portion of an aisle of product and smaller showrooms force you to order from samples. At Floor & Décor, we take the anxiety out of flooring by providing the nation’s largest in-stock selection of hard flooring options available, in a welcoming, well-staffed environment. And the look and expression that experience generates in the customer discovering us for the first time is what we mean by ‘Euphoria.’”

According to the Homebuilders Almanac, Americans spend more than \$40-billion annually on home renovation and that spending begins in earnest in January with the arrival of cold-weather months. At Floor & Décor, customers can find more than a million square feet of hard flooring options, as well as free classes and workshops on installation of all types of flooring options, including hardwoods, laminates, porcelain, ceramic and more.

-- MORE --

New Year's Renovation Resolution Release
Page Two

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 operates three locations in Atlanta, in addition to locations in South Florida, Dallas, Houston, Phoenix and Jacksonville.

###

CONTACT: Mark Wheeler
Hauser Group
(404) 222-0600 ext. 16
m.wheeler@hausergroup.com

Shelley Turner
Floor & Decor
(770) 257-1371
sturner@flooranddecoroutlets.com