



FOR IMMEDIATE RELEASE

FLOOR & DÉCOR BRINGS NEW FLOORING CONCEPT TO SAN ANTONIO AREA
Flooring Retailer Introduces High Quality Products At Warehouse Prices

(KENNESAW, GA December 8, 2006) – Floor & Décor Outlets of America, the flooring home improvement concept company based out of Georgia, debuted its first store in the San Antonio area over the weekend. The company, that sources its inventory directly from the manufacturers, enabling them to deliver prices up to 50% lower than the competition, has opened its first new store in San Antonio at 5776 Stemmons Drive, inside the loop at 410 and Bandera. This marks the seventh store to have been opened in Texas since 2002.

“Our launch in the San Antonio area 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. “Factor that growth along with a discerning and value conscious homeowner clientele and our flooring concept is perfectly suited for San Antonio.”

Michael Froning, President & CEO added, “Our debut in San Antonio adds to our continued growth and success in becoming a first-quality retail powerhouse with 17 stores in major metro markets like Atlanta, Dallas, Houston, Phoenix, Denver and Tampa in a little over five years.”

Floor & Décor’s growth is not only focused on geographic factors, but also on the premise that today’s consumers are looking for more alternatives than traditional carpeting.

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“With over a 50,000 square-foot retail space dedicated to every kind of hard floor covering imaginable, consumers have over 1,000 styles of in-stock choices to consider in hardwoods, laminates, tile, marble, travertine and tile accents, “ said Cliff Denney, senior vice President and chief merchandise officer.

The San Antonio store opening featured promotional discounts and design advice by Floor & Décor Spokesperson and Design Diva Gale Steves, former editor-in-chief of *Home* magazine. Gale shopped the store with customers and officially introduced the new flooring concept and options. She also offered personalized design advice and tips.

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, three 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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