

FLOOR & DECOR

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FLOOR & DECOR EXPANDS ITS FOOTPRINT TO NEW JERSEY WITH JULY 23 GRAND OPENING OF COMPANY'S WAYNE LOCATION

Grand Opening Flanked by Pro Event and Community "Super Saturday" Family Celebration

WAYNE, N.J., June 30, 2015 – [Floor & Decor](#), a leading specialty retailer of hard-surface flooring and accessories, will open the doors to its new Wayne location – the company's first store in New Jersey – on July 23.

The 90,000-square-foot Floor & Decor retail store and design center, located in Willowbrook Mall, opens with a team of about 40 employees led by two-year Floor & Decor veteran Charles Davis, the new store's Chief Executive Merchant.

"Our new presence in Wayne gives Floor & Decor the opportunity to bring our wide range of products and unbeatable prices to New Jersey and the tri-state area," said Davis. "We are committed to bringing a unique shopping experience to this community, and look forward to helping people fall in love with their homes – and floors – all over again."

Established in 2000, Georgia-based Floor & Decor is a category leader in the hard-surface flooring market, offering the broadest selection of ceramic, stone, tile, wood and laminate flooring. In addition to unbeatable prices and an innovative custom design center free of charge for all shoppers, Floor & Decor provides more than 15 times the flooring product found at big-box home improvement retailers.

Calling all Pros

On July 22, one day prior to the grand opening, Floor & Decor will host a private event for industry professionals in the local community. In addition to networking opportunities, area pro attendees will have the opportunity to enter for a chance to win a brand new 2015 Chevrolet Silverado, courtesy of Floor & Decor.

“Making commitments to local professionals is one of the hallmarks of the way we do business at Floor & Decor,” remarked Davis. “This industry event is a chance for us to shake hands and show support for those in the community with whom we hope to do business for years to come.”

Super Saturday Event July 25

For its grand opening celebration, the Wayne Floor & Decor store will host a family-friendly “Super Saturday” event on July 25, from 11 a.m.-2 p.m. Fun activities including face paintings and drawings by a caricature artist will entertain customers of all ages, while savory selections from Uncle Vito’s Hot Dog Truck and sweet treats from Kona Ice Truck will satiate hungry shoppers.

\$1 Million Dice Roll

Perhaps the most enticing of Floor & Decor’s grand opening activities on July 25 is the \$1 million dice roll. Beginning at noon, the first 200 shoppers ages 18 and older in line for the dice roll will have the opportunity to roll a set of six customized dice, each marked with one letter to spell “F-L-O-O-R-S,” for the chance to win \$1 million. Prizes will be awarded for the following dice combinations:

- Roll any four letters, win a \$100 Floor & Decor merchandise card
- Roll any five letters, win a \$1,000 Floor & Decor merchandise card
- Roll all six letters to spell FLOORS, win the grand prize of \$1 million

The dice roll contest will conclude when 200 people have participated or at 2 p.m., whichever occurs first.

Additional company information can be found at www.flooranddecor.com and on Facebook (www.facebook.com/flooranddecor).

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About Floor & Decor: Floor & Decor is a leading specialty retailer in the hard-surface flooring market, offering the industry’s broadest selection of ceramic, stone, tile, wood and laminate flooring. With a focus on residential remodeling, Floor & Decor sources directly from manufacturers around the globe to bring the world’s best and most-innovative flooring to its customers, at the lowest prices in the marketplace. In addition, Floor & Decor stocks the necessary tools, decorative materials and related accessories for flooring projects. Stores typically range in size from 60,000-80,000 square feet and each store stocks approximately 3,400 products. The company was founded in 2000 and is headquartered in Atlanta, GA.