

For Immediate Release

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Room & Board to Open New Store in Atlanta May 1st

Family-owned furniture company brings unique home furnishings to Atlanta's historic Westside Provisions District

MINNEAPOLIS (April 13, 2009) — [Room & Board](#), a 29-year-old family-owned company offering handcrafted, American-made home furnishings, will open its first store in Atlanta on May 1, 2009. The store, located in the Westside Provisions district, will be Room & Board's first southeast location, only store in Atlanta and ninth store in the U.S.

Throughout the grand opening weekend, customers are invited to visit the store to enjoy refreshments and register to win a \$500 gift card. Room & Board is also part of the Westside District neighborhood's "Spring into Green Festival" on May 2.

The new store, located at 1170 Howell Mill Road Northwest, is part of a mixed-use development that includes the reuse of a 1910-era meatpacking building. The three-level, 34,000 square foot store brings together historic and new construction. Room & Board worked with Gensler's Minneapolis office to create the initial concept and design, while Square Feet Studio, an architecture and design firm based in Atlanta, was hired to site adapt the design and manage the construction process.

"Both Room & Board and Square Feet Studio wanted to pay tribute to the building's heritage but also create a unique, modern space," said Mark Blair, the project architect at Square Feet Studio. "The result is a unique blend of the old meatpacking building with its original giant, steel smoker doors and concrete columns, combined with a modern storefront of glass, concrete and steel to create a seamless experience for Room & Board's customers."

The store will employ 20 design associates on the sales floor and 15 staff members at its distribution center. Store hours will be Monday – Friday 10 a.m.

to 7 p.m., Saturday 10 a.m. to 6 p.m. and Sunday 12 a.m. to 5 p.m. The distribution center, located at 215 Hembree Park Drive in Roswell, has 24,500 square feet and 11 loading docks and will begin making deliveries in mid April.

Room & Board recognized Atlanta as an ideal market for its new store after receiving strong demand and positive feedback from its customers. An insider panel of Atlanta customers provided Room & Board with insights into the city's neighborhoods and The Westside Provisions district was selected as the best choice for its specialty boutiques and restaurants and the historic neighborhood's pedestrian-friendly retail core.

"We're very excited to expand upon the relationships we've already developed with customers and fellow neighborhood retailers in Atlanta by bringing our unique furniture and philosophies to this area," said John Gabbert, founder and president of Room & Board. "From the day we created our company more than 29 years ago, our vision has endured – unique, well-designed furniture can be affordable and long-lasting. We are proud to create furniture that people will live with and love for a very long time."

Atlanta-based development company White Provision, in conjunction with Jamestown Properties, has been instrumental in the revitalization efforts of the Westside neighborhood, mixing historic and new construction. Inspired by New York's Chelsea neighborhood, the developers set out to create a similar pedestrian friendly retail core in Atlanta that featured small retailers instead of large chain stores. The new renovations complement the building's existing shell, reflecting Room & Board's design sense, while respecting the integrity of the surrounding neighborhood.

"Room & Board is a natural fit for this urban project that has a central focus on home furnishings and decorative arts, " said Michael Phillips, principal at White Provision Development Co. "Room & Board helps make this development a complete urban destination community."

Room & Board is continuing its thoughtful growth strategy by considering several urban markets for potential new store locations. The markets being considered include Washington D.C., Boston, Seattle, New Jersey, San Jose, Miami and Dallas.

About Room & Board

Room & Board is a Minneapolis-based furniture retailer offering unique home furnishings that combine classic, simple design and exceptional quality using natural materials. More than 85 percent of its furniture is manufactured in America. Room & Board is proud of its commitment to supporting American manufacturers and small, family-owned businesses. For more than 29 years, Room & Board professionals have helped people furnish their homes, translating their passion for well-designed home furnishings into outstanding value for customers. Room & Board has stores in Minneapolis, Chicago, Denver, Orange County, San Francisco, New York and Atlanta, and makes its unique collection of home furnishings available nationally through Shop From Home, which includes a catalog, Web site, team of knowledgeable Design Associates to help with the selection process and professional, in-home delivery service. For more information on Room & Board, visit roomandboard.com or call 800-486-6554 to order a catalog.

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