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The Tile Doctor Launches Inaugural Product Line

Atlanta, GA - September 9, 2009 – Tile Media Properties (TMP), best known for its The Tile Doctor brand and website, today announced the launch of its first line of sealers, cleaners, and tile machines. The 10 year-old Atlanta-based company receives millions of unique visitors annually and is well-recognized as the Internet's leading resource for how-to and design for tile and natural stone. The inaugural line is the culmination of years of research and tile industry experience, but has been created by experts from different disciplines from outside and inside the tile industry.

"While sealers and cleaners have been a recognized need for the past 15 years, I felt like recent advances in chemistry and customers' demands were not being brought to my industry," says Curt Rapp, who founded the company in 1999 after a comprehensive career in tile, including Dal Tile and Home Depot. "We have invested heavily in our lines of wet tile saws, granite sealers and cleaners. We have also made innovations in fluorinated sealers and more effective environmentally-friendly, water-based products. These products will better meet the needs of tile consumers and contractors."

The launch began Sept. 1 with a sales event at the company's corporate headquarters in Atlanta. The theme of the month-long roll-out is "Meet the Tile Doctor," including a focus on the experienced team of tile industry manufacturing representatives that attended the launch. Other Tile Doctors in attendance included Paul Wilson, head of Product Demonstration, and Chief Technology Officer Silva Cornia, who flew from Italy to assist with the launch. Sessions led by Cornia, who has worked with Marazzi, Dal-Tile and Edilgres USA, included an in-depth discussion of the Tile Doctor Shield antimicrobial treatment for natural and ceramic tile and sanitary ware, which was introduced this July. Cornia also covered future plans for new products in the Tile Doctor Shield line.

Tile Doctor products like wet tile saws and chemicals like grout sealer will be supported by innovations in order fulfillment and customer communication from a technology perspective. Distributors and retailers will also see a dramatic increase in visibility by carrying the line – tile consumers will be directed to retailers for purchase through the well-visited site, www.TheTileDoctor.com. While TMP is moving forward with technology, Rapp wants the company to look backward for inspiration for customer service. "This is a people business, and even with all of our innovation, it is the hands-on knowledge and support that will be most apparent in every interaction."

About The Tile Doctor

Founded in 1999 by tile industry veteran Curt Rapp, The Tile Doctor and its Internet properties, have been focused on the needs of the tile consumer and tile industry for nine years. With tens of millions of unique visitors over the years, in 2007 the company launched a line of how-to videos for ceramic tile installation. This year, the company is unveiling a dramatic addition to the best tile information on the Internet: an advanced collection of products, solutions and machines for the industry professionals and consumers. The new line

includes granite sealers, grout sealers, wet tile saws and mortar mixers. In July, the company launched a green antimicrobial surface modifier.

The company is incorporated as Tile Media Properties, a nod to the company's informational origins. Headquartered in Atlanta, Ga., the company is an active member of the Ceramic Tile Institute of America (ctioa.org) and is a proud supporter of Tile Partners for Humanity (tpfh.com). For more information, visit www.thetiledoctor.com.

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