



## NEWS RELEASE

-- For Immediate Release --

# **TUBS - The Ultimate Bath Store** **- Reinvents the traditional bath store**

True to its name, TUBS The Ultimate Bath Store, Canada's bath fixture powerhouse, is opening the first "Big-Box" bathroom design center in Toronto's Etobicoke neighborhood on April 22<sup>nd</sup> 2006. Highlighted by over 100 complete bath suites and a design boutique, the new 27 000 square-foot showroom will break the design mold of traditional bathroom fixture stores.

A seventeen-year veteran of the retail bath industry in Canada with 4 stores conveniently located throughout the GTA, TUBS is a leader in responding to the needs of all renovation and design customers. TUBS 27,000 square-foot showroom, the largest of its kind, will offer the broadest selection of bath products available and provide customers with one-on-one attention customers have come to expect from TUBS. The interior design also will depart from the traditional "Plumbing Store" and feature a kid's entertainment center, designer lounge, tile coordination center, as well as a relaxing water fountain.

Unique to the bath industry, TUBS in-store specialty boutique has been designed to make the bathroom renovation process easier and more creative. Unique and elegant accessories have been coordinated and arranged in order to inspire imagination.

"Judging by the highly enthusiastic initial public reaction, this new store is generating tremendous excitement. Consumers and decorators are delighted with the unique and exclusive product selection, which reflects the latest trends in bathroom renovation and decor" says Steve Mundi, president of TUBS The Ultimate Bath Store Inc. "The concept is the first of its kind in North America and we have sourced products and ideas from around the world...It truly must be seen!" adds Mundi.

Boasting manufacturers such as Kohler, Toto, Hans Grohe, Franke and Rubinet, TUBS has assembled all of the leading manufacturers under one roof. TUBS is also the exclusive designer and importer to many of the unique products found in store, offering the consumer unparalleled selection at the best prices.

Grand opening of this unique showroom will take place at 80 the East Mall in Etobicoke, dignitaries will be on hand for the official opening, and the traditional "ribbon-cutting" ceremony will take place at 12:00 PM. Celebrities from the home décor industry will be on hand to share in the festivities, as well as a surprise guest appearance from a well known Toronto chef. Customers and the media are cordially invited to enjoy food, beverages and the day's events.

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