

Contact: Linda Ossenfort
203-642-7011
LindaO@Klaffs.com

KLAFF'S OPENS THEIR FIRST RETAIL STORE IN NEW YORK

SCARSDALE, NY (September, 2009) – National Award-winning Klaff's, the legendary quality home design center based in South Norwalk, Conn. will open a new 19,000-square-foot store in Scarsdale on June 1st. Fashioned after the one-stop shopping stores in So. Norwalk and Danbury, Klaff's new upscale store in Scarsdale will house kitchen, tile & stone, decorative hardware, bath, and indoor and outdoor lighting showrooms all under one roof.

Taking over the retail space of the former outdoor furniture store, Treasure Island, located at 331 Central Avenue, this Connecticut Yankee operation has made a strategic move to be in an excellent position when the economy rebounds. According to Joseph Klaff Passero, chairman and chief operating officer of Klaff's, "people are looking for lasting value, no matter the times, and the biggest return on their dollars, and this is where we come in." There has never been a retail operation like ours in this area,' he comments, "We are a full-service home design center. You can always go to the national box or virtual stores for cheaper version of most things, but, time and labor cost money, too, so quality with intelligent design that stands the test of time, is a better strategy and more cost-effective in the long run." "The Scarsdale corridor, similar to Fairfield County gold coast, has always been a more affluent area," says Passero, "and will continue to be a strong home renovation market in the future. It's natural that Klaff's should be represented here."

Pat Nicolais, Director of Membership & Special Events for the Business Council of Westchester, echoed similar sentiments. "While Westchester County continues to be an appealing retreat for artists, musicians and actors for its proximity to New York City, today the area is also attracting home buyers escaping the city and opting for a year-round residence with their families instead of two residences; one city, one rural. The public schools are good, and the area's private schools are ranked among the best in the country," says Nicolais.

The retailer's third full-service store delivers the same great panache, quality value and expertise in this new market area that has long made it a favorite among design professionals and homeowners in Connecticut. Its showrooms occupy two vast floors (with access from the front and rear parking lot). Stunning tiled walkways in myriad patterns gently guide you from room to room of the seemingly endless gallery-style space. Klaff's extensive kitchen showroom offers 10 brilliantly designed, beautifully appointed full displays. Fully integrated, as if in a real home, the walkthrough exhibits represent a convergence of talent and product that can be found nowhere else but here. Design elements from each of the store's specialties, including custom-made cabinetry, tile

Klaff's Opens First Retail Showroom in New York, con't.

backsplashes and floors, lighting, decorative hardware, sinks and faucets, highlight Klaff's true distinction as a one-stop shopping kitchen resource, a benefit that is unparalleled in the Northeast (and practically the country).

Nestled among mostly its own original signature kitchens are several show-stopping designs, Kahle cabinetry is renowned for its functionally elegant culinary environments. They aptly define Klaff's pull as a local powerhouse for the world's best and, often, most unusual, quality options in home design.

The promise of finding inspiration at every turn motivated Klaff's design experts to create a totally integrated tile and bath showroom featuring 16 exquisitely designed vignettes and displays. Fabric textures, over-the-top expressions, understated simplicity, history's great artists, architectural periods, and enduring classics that have reemerged as hot new retro styles, influenced their choice of tile, fixtures, fittings and accessories. Each space mixes and matches no less than six coordinating floor and wall tiles; an approach Klaff's believes is key to creating bathrooms that are both interesting and highly personal. The new showroom offers over 1,000 individual tile and stone choices.

The store would not be Klaff's if it did not have a few surprises. Just when you think you have seen everything under the sun, take a trip to the restroom and you will discover bathrooms so beautifully designed they are a must-see for anyone contemplating a bath renovation of their own.

Throughout the store, Klaff's displays such accessory mixes and matches as umbrella stands, mirrors, andirons, fireplace screens, curtain finials, balustrades, newel posts, custom doors and mailboxes. They complement an incredibly diverse collection of 3,480 decorative hardware items in every style, pattern, theme and material imaginable. The store's interior lighting showroom, featuring 2,250 lighting fixtures, lamps and ceiling fans, pays homage to Klaff's heritage as one of the biggest and most sophisticated lighting centers in the country, while its one-of-a-kind landscape lighting design studio has been recreated to showcase the latest options in illuminating your patio for a season of outdoor entertaining.

The store's knack for moving items and design concepts from the trade show to the selling floor at record speed, is worth noting if for no other reason than for the reassurance that if you do not see it at Klaff's, it probably does not exist.

Klaff's, which was founded in 1921 by Joe and Mary Klaff, is privately owned and operated today by the second and third generations of the Klaff family. In addition to its South Norwalk and Danbury full-service, one-stop shopping home design stores, the Klaff family operates a specialty lighting showroom in Westport, Conn., and wholesale plumbing supply businesses in South Norwalk and Danbury. The company corporate headquarters at 165 Water Street in South Norwalk. For more information, visit Klaff's Web site at www.klaffs.com or call 203-866-1603 (South Norwalk Store, 28 Washington Street), 203-792-3903 (Danbury Store, 11 Newtown Road). (Scarsdale Store, 331 Central Avenue)

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