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Media Contact:
Valerie Berman
The RoomPlace
vberman@theroomplace.com
630.261.1600

**THE ROOMPLACE ANNOUNCES
THE GRAND OPENING OF ITS NEW HILLSIDE STORE
*Offering a New Way to Shop***

LOMBARD, Ill – July 2, 2009 -- Illinois-based The RoomPlace, with 22 stores in Illinois and Indiana, today announces the Grand Opening of its New Hillside Store. The new Hillside Store is located at 140 S. Mannheim Road at the intersection of Harrison Street (I-290) and Mannheim Road in the Hillside Town Center Shopping Plaza. The RoomPlace will be located to the South and adjoin the Super Target.

The new store which is 27,000 square feet features a new design concept that provides a fresh, contemporary look and unique architecture that allows for an enhanced shopping experience. The new design concept includes an area which will feature what's new and exciting, fresh colors, ceiling treatments, and more hardwood surfaces. It also includes The MattressPlace at The RoomPlace bedding test area. This allows for an easier shopping experience for the mattress customer.

"We are thrilled to announce the opening of a new store, particularly given the challenges of this economic environment. The updated design and layout will make the shopping experience easier and more enjoyable for our customers." Says Bruce Berman for The RoomPlace.

The store will soft open on July 2nd. A ribbon cutting will take place on July 17th at 10 a.m.

The existing RoomPlace location at 101 N. Wolf Road at the intersection of Wolf Road and I-290 has been converted into an Outlet Center.

Despite economic challenging times the RoomPlace will open a brand new location in Avon, IN later this summer. In addition, The RoomPlace plans to further expand The Mattress Place concept by opening free-standing mattress stores.

About The RoomPlace

Serving Chicagoland since Sam Berman first began selling furniture door-to-door in 1912, the first brick-and-mortar RoomPlace began as Chicagoland's destination for value-conscious consumers to buy furniture at affordable prices while boasting excellent customer service. Until 1985, The RoomPlace operated as a single store in Chicago, Today, corporate headquarters are located in Lombard, Ill.

Today, The RoomPlace operates 22 stores, including three showrooms in metro Chicago; 14 in suburban Chicago; and showrooms in Rockford, IL, and Merrillville, Indianapolis and Mishawaka, Ind. The company's state-of-the-art distribution center is located in Woodridge, IL.

With over 900 employees companywide, The RoomPlace is a forward-looking retailer, with an aggressive marketing and development plan designed to support the firm's continued growth throughout the Midwest. For more information, visit the website at www.theroomplace.com

For additional information, contact Valerie Berman, The RoomPlace, at vberman@theroomplace.com or 630.261.1600. Hi-res versions of The MattressPlace images are available upon request.

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