

## **DALTILE ANNOUNCES LAUNCH OF EXCITING PARTNERSHIP WITH CELEBRITY KRISTIN CAVALLARI**

**Dallas, TX – June XX, 2019** – DalTile is pleased to announce the launch of an exciting new partnership with celebrity Kristin Cavallari. Cavallari is a well-known actress, designer, mother, and entrepreneur with a strong social following. Cavallari will become the new face and spokesperson of the DalTile brand as well as a key component in the brand's new overarching marketing campaign that spotlights the fashion forward products under its portfolio. By heightening the end-consumers' awareness that DalTile offers on-trend, style-driven products, the brand will further set its partners up for increased success in selling more high-end products.

"We live in an era of self-expression, and whether it's at work or in the way we live at home, we are always expressing fragments of who we are," said Paj Thorn-Brooks, vice president of marketing for Dal-Tile Corporation, parent company of DalTile. "Being able to express ourselves creatively in everything we do has become one of our utmost priorities in order to live a fulfilling, meaningful life."

"DalTile understands the importance of providing consumers with a vast array of selections to choose from — because every person has a unique way of verbalizing their individual style within their designs," said Thorn-Brooks. "DalTile offers a breadth and depth of product that is unmatched in the industry and includes all of the latest 'fashion-based, on-trend products' that today's consumers are looking for. From tile and mosaics to extra-large slab, countertops, and roofing tile, DalTile has it all."

“As the new face and spokesperson for DalTile, Cavallari is a perfect fit for the brand as she is the embodiment of style and fashion paired with a strong desire to have everything she designs represent her personal uniqueness,” added Thorn-Brooks.

“Everything that I do reflects who I am and my personal style,” said celebrity Kristin Cavallari. “Whether I am designing my home, my retail space or my office, it’s really important to me to create something that represents who I am. Partnering with DalTile is a great match, because DalTile is all about self-expression and allowing you to be creative and bring your vision to life. Plus, I am crazy about home décor. What better partner for that interest? With a massive assortment of design-driven products that combine function and fashion, DalTile offers me endless possibilities to innovate, showcase my creativity, and express my personal style in any project I take on.”

#### **About DalTile**

DalTile is the industry-leading brand of ceramic, porcelain, glass and metal tile as well as natural stone, large-format slab and countertop products. DalTile products are distributed through over 250 company-owned sales service centers, stone slab yards and gallery design centers that service a robust network of trade customers. DalTile products are also sold through independent flooring retailers. Dedicated to innovative product development and distinguished style, DalTile provides a rich palette of quality products created to inspire residential and commercial designs. For more information, visit [dalTile.com](http://dalTile.com) and follow DalTile on [Facebook](#), [Twitter](#) and [YouTube](#).

#### **About Kristin Cavallari**

Mother, TV personality, CEO of lifestyle brand Uncommon James, two time New York Times bestselling author, Kristin is known for her hit E! TV show Very Cavallari. Based in Nashville, Tennessee with her husband Jay Cutler and 3 kids, she shares her daily life with her fans on Instagram with 3.6 million followers.

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