

PRESS RELEASE

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Charlottetown, Prince Edward Island



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NEW HOUSE OF EXCELLENCE LAUNCHED IN STRATFORD **Many attended opening celebrations for the new branch of Benjamin Moore franchise**

A large gathering of business leaders, public representatives, and Stratford residents packed themselves into the new House of Excellence on September 23rd in celebration of the grand opening of the second House of Excellence franchise in Charlottetown, PEI.

House of Excellence is an independent Benjamin Moore paint retailer serving the Charlottetown community. They're proud to deliver the kind of specialized attention to detail and help that you simply won't find in larger chain stores. Store professionals are comprised of trained specialists whose knowledgeable experience and helpful advice will ensure the success of every project you have.

With the opening of the new store in Stratford, House Of Excellence has expanded their product lines to include a full selection of Carpet, Vinyl, Ceramic, Hardwood and Laminate floor coverings to complement their top of the line Benjamin Moore Paint products.

Manager Jack Webster is ecstatic about the response the store has received so far.

"Our other store, located on the Lower Malpeque Road, has enjoyed tremendous growth since opening," says Webster, "but the warm welcome that we have received in Stratford has really blown us away. "

What sets the House of Excellence apart, says Webster, is the experience and vision of the staff it employs. Beyond offering the highest quality materials, the House of Excellence sets itself apart by providing expertise in color and decorating.

"Islanders looking for experts to help them with their paint, flooring and decorating needs know that the House of Excellence is their first stop," says Webster. "Our experts have been working in this business for a combined 100 years – we know paint, flooring and decorating and we look forward to helping residents of Stratford make their homes beautiful."

The House of Excellence in Stratford will be celebrating their grand opening for the following week, with many savings and celebrations. They can be reached anytime at (902) 370-1900.

For more information on House of Excellence, see www.houseofexcellence.ca

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