



RESTORATION HARDWARE

RH REIMAGINES AND SIMPLIFIES THE SHOPPING EXPERIENCE

The RH Grey Card Membership Program Offers 25% Savings on Everything RH, Every Day*

Exclusive Benefits Include 10% Savings on All Sale, Complimentary Interior Design and Concierge Services, Preferred Financing[†] Plans and Early Access to Clearance Events

Corte Madera, Calif.— March 23, 2016 — RH (Restoration Hardware Holdings, Inc.—NYSE: RH) announces the introduction of the RH Grey Card – an exclusive new membership program from the luxury home furnishings leader that reimagines and simplifies the shopping experience. For a \$100 annual fee, the RH Grey Card provides 25% savings on everything RH*, every day, across all of its brands – RH, RH Modern, RH Baby & Child, RH TEEN and RH Contemporary Art.

In addition to 25% off all regular-priced merchandise all the time, RH Grey Card members will also enjoy 10% savings on all sale merchandise, complimentary interior design services, a dedicated concierge service to manage orders, eligibility for preferred financing[†] plans on the RH Credit Card and early access to clearance events.

“Our lives are filled with complexity – and we long to break through the clutter to find simplicity,” says RH Chairman and CEO Gary Friedman. “We want to shop for what we want, when we want and receive the greatest value. So rather than navigating countless promotions, we’re changing things...because time is the ultimate luxury.”

The RH Grey Card can be used through any RH channel – websites, galleries or source books. Memberships are available at RH.com, through RH galleries or by calling the RH Grey Card Concierge at 888.889.GREY.

*Limited exclusions apply, including food and beverage. See website for details. [†] Promotional financing available with RH credit card accounts offered by Comenity Bank, which determines qualifications for credit and promotion eligibility. Minimum purchase and minimum monthly payments are required. Subject to credit approval and availability. Account must be in good standing at time of transaction. Visit an RH gallery or RH.com for details.

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About RH, Restoration Hardware

RH (Restoration Hardware Holdings, Inc.—NYSE: RH) is a curator of design, taste and style in the luxury lifestyle market. The company offers collections through its retail galleries, source books, and online at RH.com.

Forward-Looking Statements

This release contains forward-looking statements within the meaning of the federal securities laws including statements related to the anticipated benefits and terms of the RH Grey Card; statements regarding our expectations for the RH Grey Card, including our expectations that the RH Grey Card will enhance customer experience; and any statements or assumptions underlying any of the foregoing. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as “anticipate,” “expect,” “plan,” “believe,” “may,” “will,” “should” and other words and terms of similar meaning in connection with any discussion of the timing or nature of future events. We cannot assure you that future developments will be those that we have anticipated. Important risks and uncertainties that could cause actual results to differ materially from our expectations include, among others, changes in applicable laws and regulations that may require us to change the terms of the RH Grey Card; our ability to support our growth with appropriate information technology systems; reception of RH Grey Card by our customers, as well as those risks and uncertainties disclosed under the sections entitled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in Restoration Hardware Holdings’ Form 10-K filed with the Securities and Exchange Commission on March 27, 2015, and similar disclosures in subsequent reports filed with the SEC, which are available on our investor relations website at ir.restorationhardware.com and on the SEC website at www.sec.gov. Any forward-looking statement made by us in this press release speaks only as of the date on which we make it. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.