



LETTERS FROM HOME

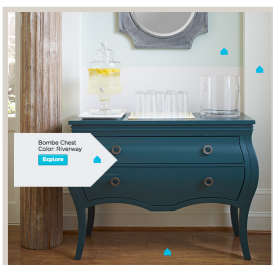
HOME TEAM NEWS

hgtvhome.com, New and Improved



hgtvhome.com is newly redesigned and relaunched! What can you expect to see when you visit?

- A variety of exclusive features: Signature Style File pages and behind-the-scenes videos showcasing the inspiration behind our curated rooms, gorgeous galleries of product photography, KNOW HOW! tips and trends from popular bloggers and HGTV experts and seamless integration with social media.
- New paths to connect consumers directly with HGTV HOME products: “hot spots” that redirect consumers from our gallery to our partner websites and a “Find It” feature that points consumers to all HGTV HOME product retailers in their area.
- Curated room scenes that feature ALL of our partners, to show how beautifully – and easily -- our products work together.



Like Us on Facebook



HGTV HOME is now on Facebook! Log in, “like” us and tell your friends about us as well. We’ll tell you more about what you can expect from our Facebook page in the next issue of Letters from Home.

Spring Cross Partner Event

HGTV HOME is gearing up to launch a huge five-week cross-partner marketing campaign this spring. We’ll tell you more about it in the next newsletter, but here are some of the things you can look forward to:

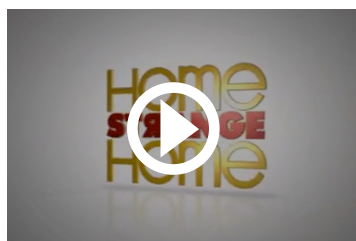
- Partner-wide in-store sales events
- Make It Mine! Sweepstakes
- Extensive promotions of all HGTV HOME partners across Facebook and other digital platforms, HGTV Magazine, and on-air, including a one-hour special featuring behind the scenes with HGTV HOME and an HGTV HOME makeover.



HGTV HOME Product House

As we say on the network, life’s biggest moments start at home. Now one of HGTV HOME’s biggest moments has started at home, too! Earlier this month, consumers from HGTV HOME’s hometown got to experience the full collection of HGTV HOME products for the first time ever, at the Knoxville Parade of Homes. The HGTV HOME Product House, a craftsman villa located in an exclusive new development, was fully outfitted with HGTV HOME products, inside and out. “Consumer response to the house has been terrific. We had over 1200 visitors to the Product House during the three weekends,” said Charles Graves, Director, New Business - Home Category, Scripps Networks Interactive, “Some local retailers are already seeing consumers coming to their stores with coupons and materials that we distributed at the HGTV HOME Product House. One visitor is even working with the builder (Ethics Construction Company) to build a brand new home completely within this mold, using the same flooring, paint and, possibly, even the furnishings!” Congratulations to the whole HGTV HOME Product House team on such a dazzling debut!

HGTV HAPPENINGS



New HGTV Series: Home, Strange Home

There’s unconventional and then there’s UNCONVENTIONAL. That’s the premise of “Home, Strange Home,” HGTV’s newest look into unique design and the interesting people who live it! HGTV host Chuck Nice gives you VIP access to some of the wildest, wackiest, most wonderful homes – and homeowners – in the country: a collector’s paradise in Las Vegas, a coastal home inspired by the ocean’s toughest creature, a zany rocker’s urban renewal live/work “compound”...and more! Get strange with us every Friday, starting October 19 at 9pm ET, only on HGTV.

Mall of America

HGTV is going big this holiday shopping season – We’re moving into the Mall of America! We’re connecting with the mall’s 8 million seasonal shoppers in two prime locations, the rotunda and our very own pop-up showroom.

In the rotunda we’ll have:

- Demos, meet-and-greets, autographs and more with HGTV talent
- A life-size Gingerbread House, 40 ft. Christmas tree and giant TV screen running HGTV programming
- Gift wrapping stations, children’s activities and House Hunters bingo

Nearby, we’re transforming 2000 sq. ft. of retail space into an HGTV HOME pop-up showroom featuring vignettes like the ones you’ve seen on hgtvhome.com. Plus: a “pop-up” HGTV HOME Design Studio, a kid-friendly hands-on workbench and videos, key products from each of our partners and more! If you’re near Bloomington between November 23 and January 1, stop by and enjoy the experience! And while you’re there enter in the HGTV HOME sweepstakes to win a room fully designed with HGTV HOME products.



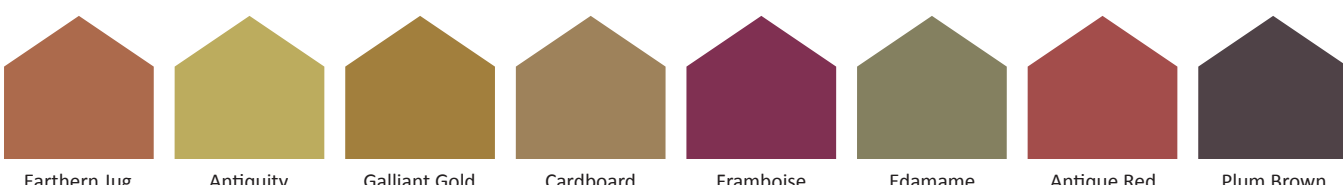
TREND WATCH

An Inside Peek into the Latest Trends from HGTV HOME Design Director Nancy Fire

Nancy Fire, creative director and founder of Design Works International, serves as our HGTV HOME Design Director to help us cultivate the overall design direction for the HGTV HOME brand as well as that of our individual licensees. Each newsletter will feature her thoughts on some aspect of design and style.

Are you comfortable using individual collections of HGTV HOME products, but need a little push to mix-and-match across them? There’s never a better time than autumn, when our thoughts turn to crafting, making gifts, and updating our décor. Let Mother Nature’s shift from the tonal greens of summer to fall’s vibrant hues be your inspiration and HGTV HOME by Sherwin Williams color collections, your palette. For example:

- Start by combining colors like Earthen Jug (SW 7703, Urban Organic Collection), Antiquity (SW 6402, Rustic Refined Collection) and Galliant Gold (SW 6391, Global Spice Collection).
- Bring in Cardboard (SW 6124, Global Spice Collection) as a neutral. Then add Framboise (SW 6566, Global Spice Collection) for an seasonal color pop.
- Next, infuse your autumnal palette with holiday spirit using Edamame (SW 7729, Global Spice Collection) and Antique Red (SW 7587, Traditional Twist Collection). Add a touch of festive surprise with Plum Brown (SW 6272, Global Spice Collection).



FACTS AND FIGURES

Thanks to strong performances from programs such as *House Hunters*, *House Hunters International*, *Love It or List It*, and *Buying and Selling*, HGTV’s Prime (8p to 12a) P25-54 rating grew 9% in September 2012 versus September 2011.*

*Nielsen



HGTV viewers LOVE our magazine! K. Andrews from Baton Rouge, Louisiana tells us: “It usually takes me 15 to 30 minutes to go through most magazines. But I’ll spend more than 2 hours reading yours. Because I watch HGTV, I feel a connection to the people you feature. It’s like reading about my neighbors.” The August/September 2012 was a huge hit, with a total circulation of 625,000. Get in on the action now - Subscribe in time to get the December issue!

[CLICK TO SUBSCRIBE](#)