

***BETTER HOMES AND GARDENS* LAUNCHES TWO NEW INTERACTIVE DECORATING TOOLS ON BHG.COM**

Color-A-Home and Color-A-Room Offer Consumers All-in-One Place to Paint, Decorate and Style Up, Down, and All Around the House

New York (July 18, 2005) – BHG.com, the online companion to Meredith Corporation’s (NYSE:MDP) *Better Homes and Gardens*® magazine, has launched two new interactive components to their site, Color-a-Home and Color-a-Room. You can now transform the interior and exterior of a home with just the click of a mouse. Visitors chose from a variety of styles and colors to redecorate a virtual home before tackling their own. BHG.com allows visitors to play with color schemes for not just the walls but the furniture, accessories, flooring, exterior, interiors and more.

Color-a-Home (www.bhg.com/colorahome), the newer of the two features, enables visitors to mix and match the exterior colors of sixteen virtual homes. The houses vary in size and style, giving the site visitor more opportunities to play with looks and color schemes. The color of the roof, siding, window and door trim, front door, porch columns, shutters and more can be altered on the one- or two-story houses. With styles like Suburban Spanish, Cozy Cape Cod, and Welcome Home, visitors are able to play with the colors of homes similar to those found in the pages of *Better Homes and Gardens*.

Color-A-Room (www.bhg.com/coloraroom) provides visitors with the opportunity to paint, decorate, and style the inside of a virtual home with no commitments or costs. Bedrooms, living rooms, dining rooms, kitchens, bathrooms, kids’ rooms and foyers can all be redecorated on this site. With several styles of each type of room, hundreds of combinations can be created. For example, there are seven styles of bedrooms, six styles of foyers and five styles of dining rooms to fit individual tastes and color schemes. Once you pick your room and style, the real fun begins; the color. Walls, floors, cabinets, countertops, and fabric are among the many things people can alter. With hundreds of colors of paints and patterns for drapes and furniture, the options are almost endless.

“This comprehensive tool is the first time that consumers can envision color schemes that will enhance the architecture and highlight desirable details of a variety of home exteriors and interiors,” said Dottie Enrico, site director for BHG.com. “With hundreds of colors and patterns to choose from for both the interior and exterior of many homes, the visitor will be able to get all the inspiration they need before they embark on enhancing their own home.”

Both Color-a-Home and Color-a-Room offer custom color palettes. A sponsor’s name could appear in the menu of choices to offer the consumer the opportunity to experience their own products. In addition to the many redecorating options, the technology, created by Scene7 Technologies, allows visitors of both sites to save their favorite creations and email them to friends.

About BHG.com

BHG.com (www.bhg.com) is the premier home and family site on the Web, and the interactive companion to *Better Homes and Gardens* magazine. BHG.com serves women

and families at every life stage with news, features, and robust interactive content applications. BHG.com is one of the most popular home and family sites on the Internet, featuring personalized service and creative inspiration sought by millions of users each month. With customized applications in Food, Gardening, House & Home, Entertaining, Crafts, Family, and Health, visitors to BHG.com can do everything from planning a menu to rewiring a lamp. BHG.com is part of Meredith Corporation's Home and Family Network.

Contact: Katharine Robbins, (212) 551-7033, katharine.robbins@meredith.com