

## About.com Is Where Brands and Sales Grow

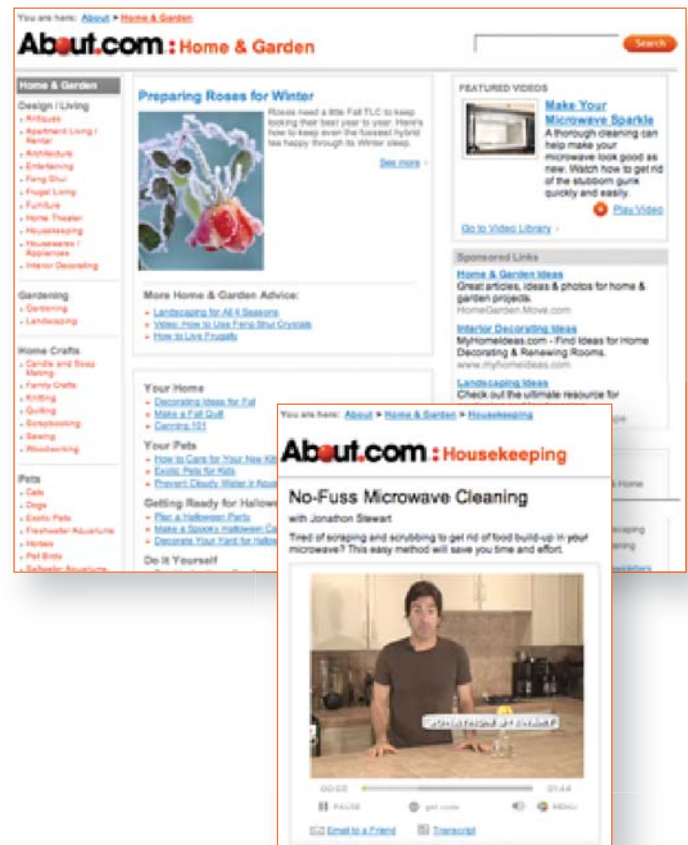
About.com's Home and Garden Channel has all the advice readers need to turn any living space into a true home. Whether it's a ranch in the wide open spaces or a duplex in the big city, About.com Home & Garden has the practical, advice to help readers successfully do it themselves, but not really by themselves. About.com's Home & Garden Channel is right by their side.

What makes About.com's Home & Garden Channel the place for homebodies?

### Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com readers answer a question, solve a problem or simply learn more about a topic. So readers know all the information comes from a solid foundation. Meet some of our About.com Home & Garden Guides:

- **Landscaping: David Beaulieu** – a landscape design enthusiast who knows landscaping plants from all angles: form, function and history. He offers do-it-yourself landscape design advice, along with tutorials on patios and decks. David has unstoppable passion and never misses an opportunity to instruct and inspire.
- **Interior Decorating: Coral Nafie** – with more than 20 years of experience in interior decorating, Coral has worked on projects in apartments, condos, churches, offices, bungalows, mansions, and fabulous designer show houses. As a "hands-on" decorator with access to "trade" resources, she can show readers inside tricks and tips on everything from installing window and wall treatments to overseeing every aspect of redecoration from budget makeovers to full renovations.
- **Home Repair: Bob Formisano** – a licensed Architect and licensed Residential Builder knows building better than almost anyone. So whether a reader is an old pro or all thumbs, Bob has plenty of experience to share when it comes to electrical, plumbing, drywall, painting, roofing, decks, paving and just about every other aspect of home design, repair and renovation.



### About.com Home & Garden Grows Bigger All the Time

- About.com's Home & Garden Channel ranks among the top 10 informational Home & Garden Web sites
- About.com's Home & Garden Channel reaches more people than MarthaStewart.com, REAL SIMPLE and SouthernLiving.com
- About.com extends your reach—About.com's audience has only a 4% overlap with Scripps and 5% with Meredith Home & Family Network
- Unique users have increased 25% versus March 2005
- About.com's Home & Garden Channel users are more likely to have researched a product for their home recently and are also more likely to have shopped online for furniture/home products in the past 6 months

\* Source: Nielsen//NetRatings, July 2007