



CONNECTING
YOU WITH TODAY'S
CONSUMER

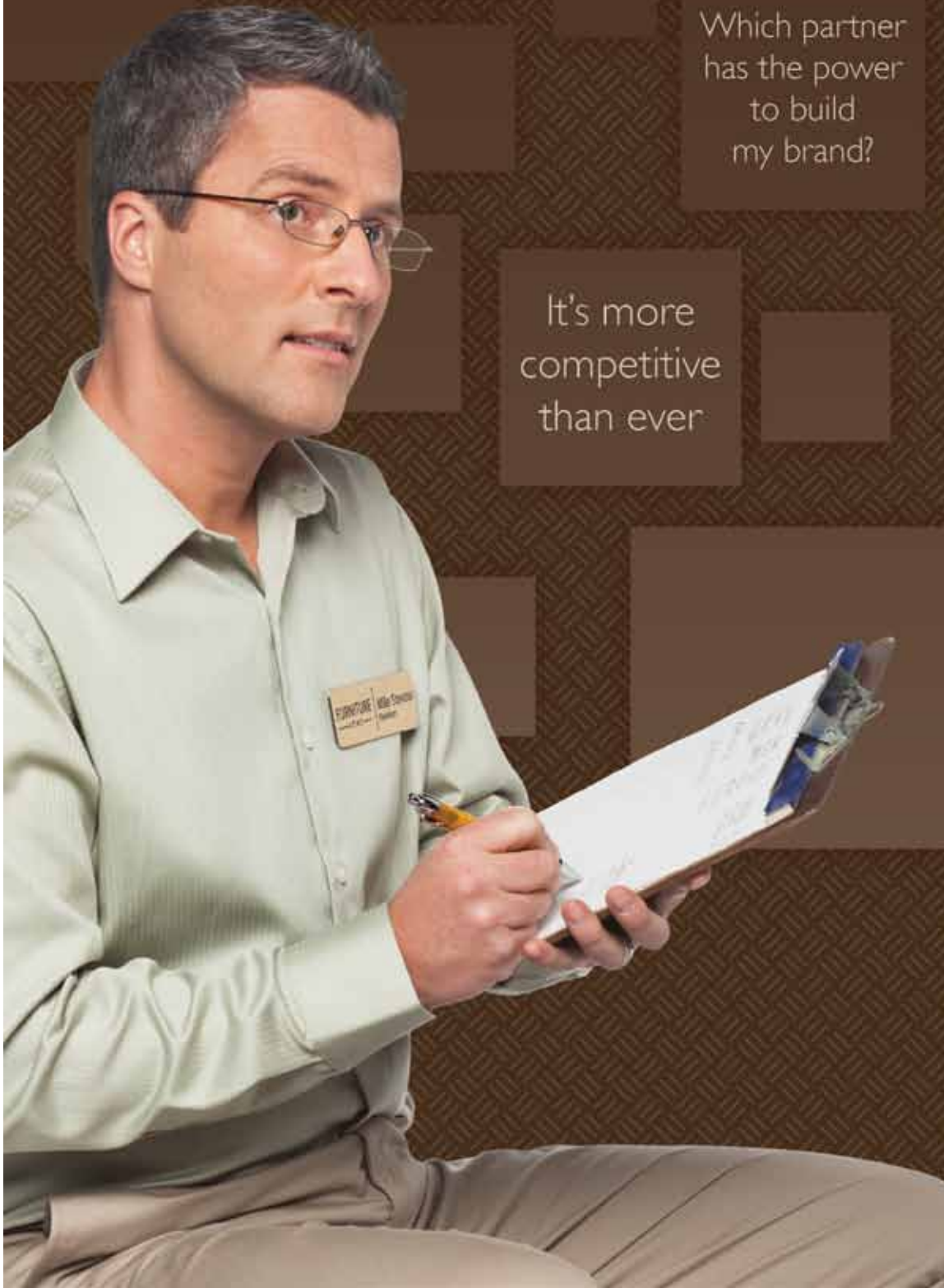


Am I reaching the
online
shopper?

The same old
marketing
tactics just
aren't working

Which partner
has the power
to build
my brand?

It's more
competitive
than ever



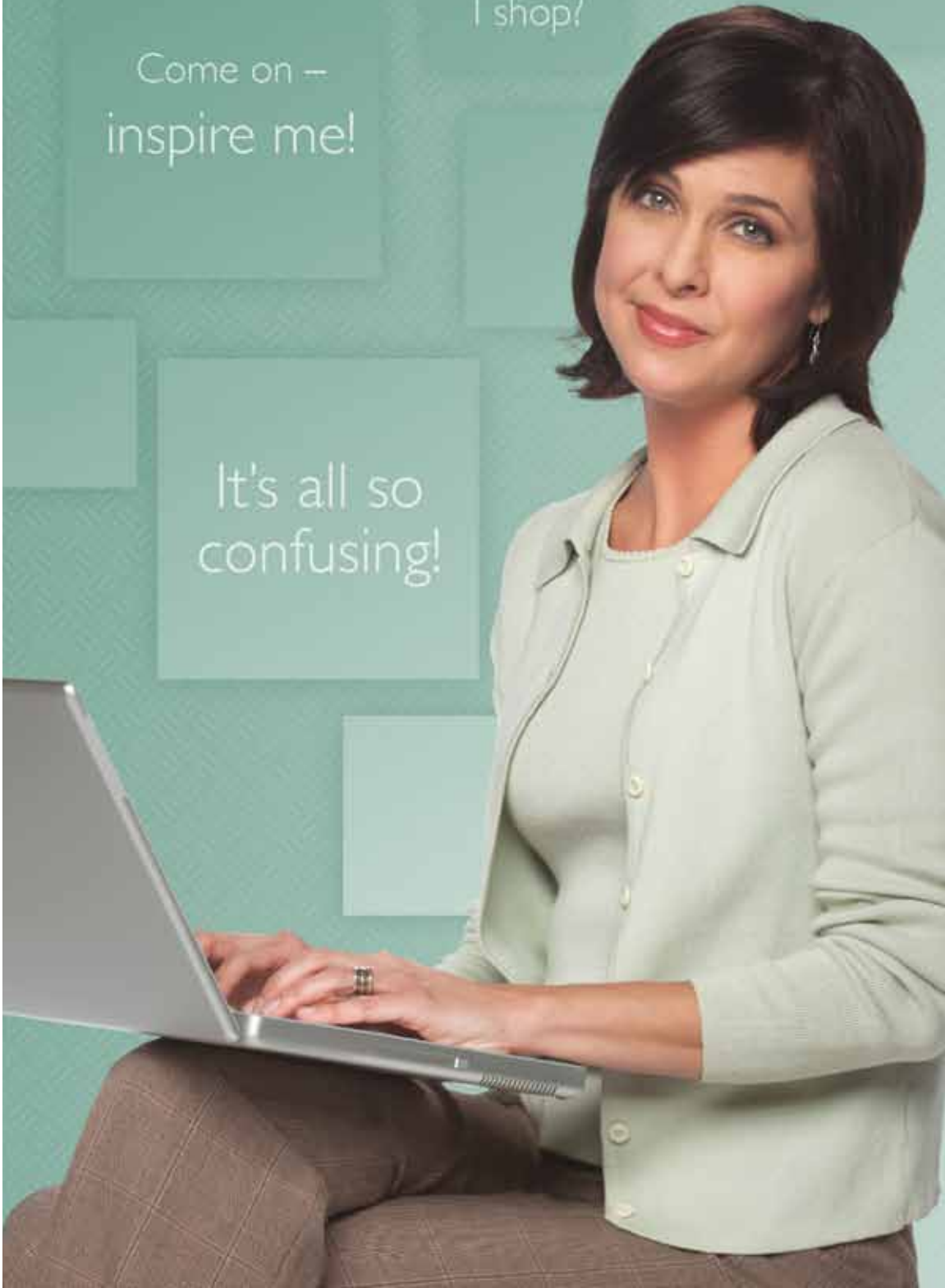
Who can
I trust?

Where do
I start?

Where
should
I shop?

Come on –
inspire me!

It's all so
confusing!





We capture her attention as she's seeking inspiration with compelling advertising in top national publications

- Using the strength of our group buying power, HomeFurnishings.com extends your reach into advertising venues that no one retailer could ever afford
- HomeFurnishings.com advertises nationally in select major home and lifestyle publications
- Our message reaches millions of readers, all across the nation
- You get big marketing results from a modest investment



Our comprehensive online advertising finds her when she first starts to shop

- Using cutting-edge Internet marketing techniques, HomeFurnishings.com finds today's consumer while she shops online
- Banner ads on major home-focused Internet sites boost the power of our magazine advertising
- Leading search-engine optimization techniques guide shoppers to HomeFurnishings.com
- Google pay-per-click marketing targeted to your local market puts HomeFurnishings.com at the top of her shopping list



Print campaign in national publications reaches millions of readers



Banner ads on high traffic websites will reach millions of consumers

The only comprehensive, national marketing program that connects you with today's consumer.

We deliver an inspiring online shopping experience and introduce her to your store



- Retailer locator introduces her to local Certified HomeFurnishings.com Retailers
- Fun, interactive website brings her decorating ideas to life
- Great decorating tips and professional advice build confidence and increase excitement
- Style-finder fits home furnishings forms, functions, colors and patterns to her tastes and lifestyle
- Up-to-date trend information shows her how to stay in touch with the times
- Simple, confidential profile saves her vital information, makes future shopping even more convenient



HomeFurnishings.com

Retailer locator introduces her to Certified HomeFurnishings.com Retailers



The only comprehensive, national marketing program that connects you with today's consumer.

We make you part of her online shopping experience

- As a Certified HomeFurnishings.com Retailer, your store is featured on its own, branded micro site
- Search engine marketing and online retailer locator link her to your store's micro site
- Your store's micro site presents a tailored selling message, promotions and a choice of continually updated furnishing articles
- A direct link refers her from your micro site to your store's current website
- Certified Retailer status and association with industry's best online shopping experience elevate your brand image
- She arrives at your store informed, inspired and ready to buy



Your store's micro site presents a tailored selling message and your promotions



Certified Retailer status and association with industry's best online shopping experience elevate your brand image





**She gets the home she wants
You get a new customer
A great relationship begins**

- Custom print and online promotional program empowers you to reach more new customers than ever before
- Interactive, easy-to-use web portal makes it easy for her to "create a home that looks like me"
- Search engine marketing and online retailer locator helps her find your micro site and store
- Certified HomeFurnishings.com Retailer status increases her confidence in you
- Your branded micro site delivers the most current, most effective message
- New, qualified customers come to you, ready to buy
- More effective marketing increases the power of your budget
- Your customers enjoy a better, more informed shopping experience that builds confidence and encourages repeat purchases
- You enjoy more traffic and increased sales





Elevating the value of home furnishings

Increasing demand for your products

*Inspiring consumers with the information they
need to bring their ideas to life*

*Driving new customers to
Certified HomeFurnishings.com Retailers,
where they can shop and buy with confidence*

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