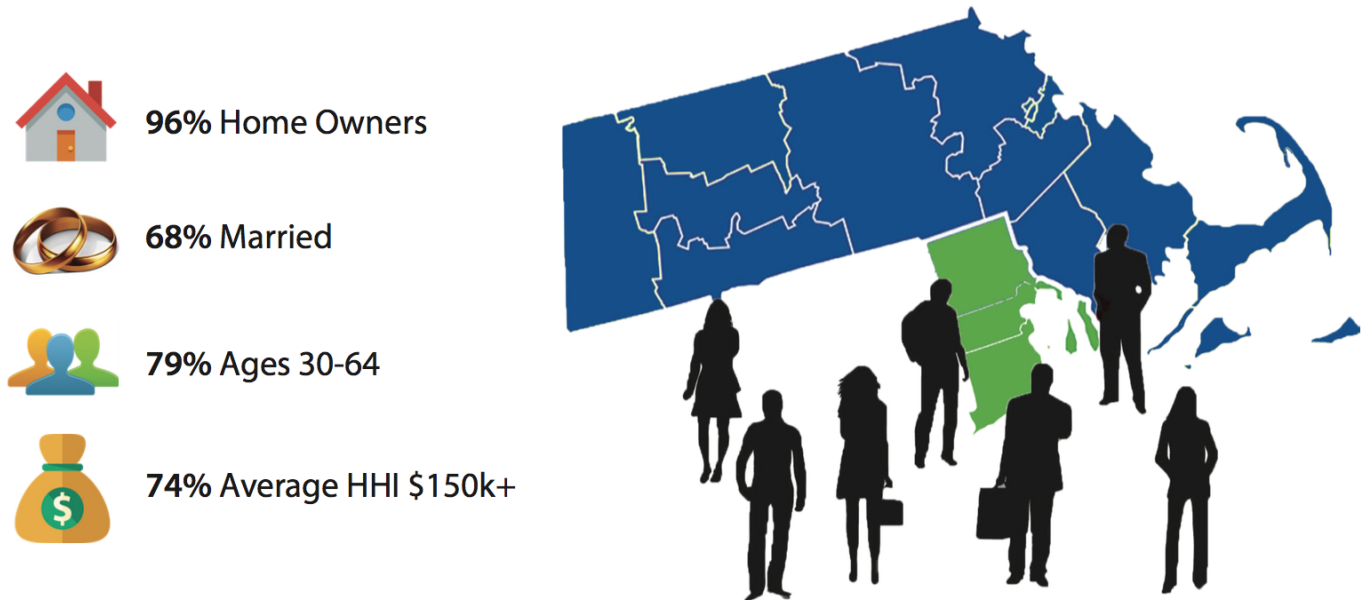


OUR AUDIENCE

Demographics - Affluent Consumers & Industry Professionals



Home Show Purchasing Behavior - Why HOMELIFE is Featured at HOME & LIFESTYLE SHOWS

- **99% of our attendee's own homes w/ 72% ages 25-64**
- **Sell your products, or services right at Home Show events**
- **Generate qualified leads from meeting face to face**
- **Schedule high end jobs right on the show floor**
- **68% of consumers buy at the Show**
- **70% of consumers buy from exhibiting companies after the Show**
- **33% are planning a major gardening, landscaping or patio/deck project**
- **44% are planning a kitchen or bathroom project**
- **27% are planning a remodeling or miscellaneous decorating/Interior design project**
- **25% will purchase major home furnishings in the next 12 months**