

# Better Homes and Gardens Calls for Entries for Annual Home Improvement Challenge

*Contest in Conjunction with Wells Fargo Asks Americans to Share Their Home Improvement Projects*

**DES MOINES, IA (April 14, 2008)** – *Better Homes and Gardens*, the country's leading enthusiast magazine reaching more than 39 million people monthly, and Wells Fargo & Company today announce the start of the **2008 Home Improvement Challenge**. The annual contest continues an 86-year tradition of seeing first-hand how America tackles home improvement projects. *Better Homes and Gardens* editors award the most innovative efforts in nine categories. Entries are accepted through January 31, 2009.

The Grand Prize Winner of the 2008 Home Improvement Challenge will receive \$40,000 in cash and will be featured in *Better Homes and Gardens*. Entries for projects of any size and scope are accepted in the following categories: additions, bath, decorating, exterior face lifts, green improvements, kitchen, outdoor improvement, projects under \$5,000 and renovation. One winner in each category will be awarded a \$2,500 cash prize.

Visit [www.bhg.com/challenge](http://www.bhg.com/challenge) for more details and to enter your home improvement project.

"Today, consumers want their home to fit their lifestyle, and reflect their personal design choices. They're also investing in energy-saving improvements for greener living," said Gayle Butler, editor in chief, *Better Homes and Gardens*. "The Home Improvement Challenge provides us with the opportunity to celebrate and share innovative projects that help us live better and love our homes even more."

As the leading sponsor this year, Wells Fargo is the first financial institution to participate in the Home Improvement Challenge in its nearly 90-year history. "In today's economy, home equity financing for home improvement makes sense for a lot of homeowners," said Kevin Moss, head of Wells Fargo's Home Equity Group, one of the nation's leading home equity providers. "We're the first financial services company to offer a complete home improvement solution – from funding to online resources to retailer discounts on energy-efficient and other improvements, and the 2008 Home Improvement Challenge is a natural fit for us."

To encourage eco-friendly home improvements, consumers who purchase a new residential photovoltaic solar energy system using their Wells Fargo home equity loan or line of credit account can qualify for a \$250 Wells Fargo® Visa® Gift Card. The offer will be available today through Dec. 31, 2008. For more information, visit [www.wellsfargo.com/homeimprovement](http://www.wellsfargo.com/homeimprovement).

Close to 5,000 readers entered the 2007 Challenge, representing more than \$150 million in home improvement investments. The winner of last year's Home Improvement Challenge will be featured in the September issue of *Better Homes and Gardens*, on sale August 19.

In addition to lead sponsor Wells Fargo, other 2008 Home Improvement Challenge sponsors include BEHR® and Renuzit® TriScents™.

## **About Wells Fargo & Company**

Wells Fargo Bank, N.A. is a subsidiary of Wells Fargo & Company, a diversified financial services company with \$575 billion in assets, providing banking, insurance, investments, mortgage and consumer finance through almost 6,000 stores and the internet ([wellsfargo.com](http://wellsfargo.com)) across North America and internationally. Wells Fargo Bank, N.A. is the only bank in the U.S., and one of only two banks worldwide, to have the highest credit rating from both Moody's Investors Service, "Aaa," and Standard & Poor's Ratings Services, "AAA."

**About *Better Homes and Gardens***

*Better Homes and Gardens* is America's largest enthusiast magazine brand, fueling and satisfying readers' desire for improving their home and their lives. With a circulation of 7.6 million and a readership of more than 39 million, *Better Homes and Gardens* is a vibrant down-to-earth guide for the woman who is passionate about her home and garden and all they encompass.

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