

# New, Exclusive Better Homes and Gardens Line of Home Products Available Now at Walmart stores nationwide

## Product Line Represents Largest Extension of Better Homes and Gardens Brand

PRNewswire-FirstCall  
DES MOINES, Iowa and BENTONVILLE, Ark.  
(NYSE:MDP)

DES MOINES, Iowa and BENTONVILLE, Ark., Sept. 23 /**PRNewswire-FirstCall**/ -- Walmart customers can bring the pages of their favorite magazine into their own homes with the introduction of the Better Homes and Gardens line of home products, available now exclusively at Walmart stores nationwide and online at <http://www.walmart.com/>.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080923/AQTU507-a>  
<http://www.newscom.com/cgi-bin/prnh/20080923/AQTU507-b>)

With more than 550 Better Homes and Gardens branded products for the bedroom, bathroom, dining room and living room, the new home collection provides customers with traditional styling at Walmart's everyday low prices. Coordinating patterns, detailed embellishments and carefully chosen colors, fabrics, metals and ceramics create an affordable decorating solution for today's savvy shopper.

"From bedroom linens to bathroom hand towels, this home line brings the pages of Better Homes and Gardens magazine to life," says Gayle Butler, editor in chief, Better Homes and Gardens. "Consumers can express their own personal style with hundreds of beautiful options all at affordable prices."

-- Bathroom -- Super soft, extra-absorbent towels are offered in 12 rich, vibrant colors. Made from Egyptian cotton, the Better Homes and Gardens towels provide maximum absorbency and comfort. Coordinating shower curtains and bath accessories complete a full bath collection.

-- Bedroom -- Quilts, comforter sets and 12-piece bedroom ensembles are offered in fresh and familiar styles. These easy-care fabric collections include "Garden View," "Retro Stripe," "Cottage Bouquet" and "Antique Floral."

-- Dining Room -- Dinnerware, placemats, napkins, chair pads and tablecloths in mix-and-match colors and patterns help customers create a confident personal look for their dining table.

-- Living Room -- The finishing touches of window treatments, decorative window hardware, candleholders, ready-to-assemble furniture and picture frames help create a room just like in the pages of the magazine.

"Better Homes and Gardens is a trusted lifestyle brand that our core customer knows and loves," explains Linda Hefner, executive vice president and general manager of the Home Division at Walmart. "The addition of the Better Homes and Gardens brand complements our other strong brand offerings in Walmart Home."

The new home collection represents the largest extension of the Better Homes and Gardens brand in its 86-year history. The agreement between Meredith Corporation (NYSE: MDP), the publisher of Better Homes and Gardens, and Walmart Stores, Inc. (NYSE: WMT) for the design, marketing and

retailing of this wide range of home products was announced in October 2007.

The Better Homes and Gardens line at Walmart is being supported by an extensive multi-platform marketing and advertising campaign that includes national television spots; inclusion in Walmart's advertising circular; inserts and cover wraps with Meredith magazines; in-store signage; and viral marketing. Launch of the line is also supported by a virtual showroom of the Better Homes and Gardens merchandise -- <http://www.bhglivebetter.com/>.

Meredith and Walmart also announced today an expansion of the home product line that builds on this initial launch. It will include more bedding and bath products, as well as additional outdoor and garden pieces and accents. Items from this expanded list are expected in stores by fall 2009.

#### About Better Homes and Gardens

Better Homes and Gardens is America's largest enthusiast magazine brand, fueling and satisfying consumers' desire for improving their home and their lives. Better Homes and Gardens is designed to be a vibrant down-to-earth guide for the woman who is passionate about her home and garden and all they encompass. BHG.com, the magazine's interactive companion, is the premier home and family site on the web. Published 12 times a year by Meredith Corporation (NYSE: MDP), Better Homes and Gardens has a readership of over 39 million and a circulation of 7.6 million.

#### ABOUT MEREDITH CORPORATION (NYSE: MDP)

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is one of America's premier media and marketing companies. Meredith combines well-known national brands -- including Better Homes and Gardens, Parents, Ladies' Home Journal, Family Circle, American Baby, Fitness and More -- with local television brands in fast growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith then uses multiple distribution platforms -- including print, television, online, mobile and video -- to give consumers content they desire and to deliver the messages of its marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. The goals of these programs are to increase consumer loyalty and produce repeated consumer interaction. In the last two years, Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as online, word-of-mouth and database marketing.

Meredith has worked with leading companies in the last year to extend the reach of the Better Homes and Gardens brand. Last month, Meredith partnered with Realogy -- the nation's largest real estate franchise -- to launch Better Homes and Gardens® Real Estate, an international real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Meredith employs approximately 3,500 people throughout the United States, including approximately 1,000 in Des Moines and 750 in New York City. Meredith's fiscal 2008 annual revenues were \$1.6 billion.

#### ABOUT WALMART STORES, INC. (NYSE: WMT)

Every week, millions of customers visit Walmart Stores, Supercenters, Neighborhood Markets, and Sam's Club locations across America or log on to its online store at [www.Walmart.com](http://www.Walmart.com). The company and its Foundation are committed to a philosophy of giving back locally. Walmart (NYSE: WMT) is proud to support the causes that are important to customers and associates right in their own neighborhoods, and last year gave more than \$296 million to local communities in the United States. More information about Walmart can be found by visiting <http://www.walmartstores.com/>. Online merchandise sales are available at <http://www.walmart.com/>.

Photo: <http://www.newscom.com/cgi-bin/prnh/20080923/AQTU507-a>

<http://www.newscom.com/cgi-bin/prnh/20080923/AQTU507-b>

AP Archive: <http://photoarchive.ap.org/>

PRN Photo Desk, [photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

SOURCE: Meredith Corporation; Walmart Stores, Inc.

CONTACT: Patrick Taylor, +1-212-551-6984, [Patrick.Taylor@meredith.com](mailto:Patrick.Taylor@meredith.com),  
or Amanda Cortese, +1-212-551-7087, [Amanda.Cortese@meredith.com](mailto:Amanda.Cortese@meredith.com), both of  
Meredith Corporation; or Tara Raddohl of Walmart Stores, 1-800-331-0085

Web site: <http://www.meredith.com/>

---

<https://news.people.inc/2008-09-23-New-Exclusive-Better-Homes-and-Gardens-Line-of-Home-Products-Available-Now-at-Walmart-stores-nationwide>