

"Traditional Home" Presents Fifth Annual Napa Valley Showhouse

NAPA, Calif., Nov. 14, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the nation's leading media and marketing company serving more than 100 million unduplicated American women and nearly 75 percent of U.S. Millennial women, today unveiled that its leading upscale shelter magazine, *Traditional Home*, is opening the doors of its fifth annual Napa Valley Showhouse this fall to benefit the **Napa Valley Film Festival**, a 501 c-3 non-profit organization based in Napa. From December 4 through January 8, 2017, the home of Lisa Peju, co-owner of the recently opened **Liana Estates** winery, will be transformed by a team of acclaimed designers in the heart of Napa Valley.

The 2016 Napa Valley Showhouse brings together the best of intriguing architecture and beautiful design in the ultimate wine country setting. Through tours complete with complimentary wine tasting at Liana Estates, and a weekend day garden party on December 3, the showhouse will benefit the Napa Valley Film Festival, which runs from November 9 to November 13.

The showhouse designers will transform the home with a fresh aesthetic and design inspirations sparked by the beautiful scenery of Napa Valley, mirroring Liana Estates' mission of connecting guests to the winery's natural surroundings.

"It is an honor to open my home to *Traditional Home* at this year's Napa Valley Film Festival," said Lisa Peju, co-owner of Liana Estates. "Having just opened Liana Estates in October alongside my sister Ariana, being a part of one of Napa's most exciting events of the year adds even more fun to my fall season."

Following past redesigns at Randolph Street in downtown Napa, Cardinale Winery, Charles Krug Winery, and Caldwell Vineyard, this year's featured showhouse is located at 1127 Orchard Avenue, Napa, CA.

Traditional Home Editor in Chief Ann Omvig Maine says, "We are thrilled to work alongside the country's best designers on this highly anticipated event. This year's showhouse explores the unique beauty and charm of Liana Estates and captures those elements indoors."

Hailing from across the country, the 2016 Napa Valley Showhouse designers include:

- Alexa Hampton, Mark Hampton LLC.
- Beth Dotolo & Caroline V Gentry, Pulp Design Studios
- Casey Howard, Casey Howard Designs, Inc.
- Catherine Davin, Davin Interiors
- Jean Liu, Jean Liu Design
- Elle Cole, Elle Cole Interiors, Inc.
- Kerrie Kelly, Kerrie Kelly Design Lab
- Kim Scodro, Kim Scodro Interiors
- Kimberly Harrison, Kimberly Harrison Interiors
- Leslie Kalish and Gayle Leksan, LMK Interiors
- Marie Flanigan, Marie Flanigan Interiors
- Melanie Coddington, Coddington Design
- Robert Brown, Robert Brown Interior Design
- Robin Goerke Heard, Robin Heard Design
- Tish Mills, Harmonious Living by Tish Mills

The 2016 Napa Valley Showhouse will be open Tuesdays through Sundays from 10:30am-5:00pm (closed Mondays, December 24, 25, 31, and January 1). Tickets for the tour and tasting and opening day garden party are available online at TraditionalHome.com/NapaShowhouse. All proceeds from ticket sales will benefit the **Napa Valley Film Festival**.

Sponsors of the 2016 Napa Valley Showhouse include: Amerock, Armstrong Flooring, ATG, AZEK,

Bevolo Gas & Electric Lights, Circa Lighting, Columbia Cabinets, CR Laine, Crossville, DCS, Dunkin' Donuts, DXV by American Standard, Eldorado Stone, Fisher & Paykel, Gloster, Lee Industries, Lloyd Flanders, LM Flooring, Marvin, Pratt & Lambert, Silestone by Cosentino, TCS by The Container Store, Town & Country Fireplaces.

For more information on the Napa Valley Showhouse and garden party please visit TraditionalHome.com/NapaShowhouse.

ABOUT TRADITIONAL HOME

As the country's largest upscale shelter magazine, *Traditional Home* inspires 4.8 million design lovers to reinterpret classic elegance in a thoroughly modern, personal way. From home, garden and green living to fashion, beauty, entertaining and travel, *Traditional Home* is a celebration of quality, craftsmanship, authenticity and family – a trusted resource that respects the past, lives in the present and embraces products designed for the future.

ABOUT LIANA ESTATES

Liana Estates is a modern winery in the Carneros region of Napa Valley. Established in 2016, Liana Estates is located among the rolling hills of Carneros with breathtaking views of the San Pablo Bay. The mission of the winery is to produce distinct and extraordinary wines while drawing inspiration from its beautiful surroundings to create immersive experiences that elevate the overall wine tasting experience. Liana wines reflect the terroir of the region, with varietals including Carneros classics like Chardonnay and Pinot Noir, while also bringing to life less commonly explored varietals each season. From brunch and yoga overlooking San Pablo Bay, to gourmet picnics in the vineyards, to bayview sunset wine and culinary experiences and much more, Liana Estates encourages guests to relax and enjoy all aspects of its wines. Liana Estates is where Napa heritage meets a new taste of Carneros.

ABOUT NAPA VALLEY FILM FESTIVAL

The Napa Valley Film Festival (NVFF) is a registered 501c3 non-profit organization headquartered in Napa, California. The mission of the Napa Valley Film Festival is to celebrate the cinematic arts and enrich the community by presenting an annual world-class festival and year-round education and outreach programs. The ultimate celebration of film, food and wine, NVFF lights up the picturesque towns of Napa, Yountville, St. Helena and Calistoga at the most colorful time of year. NVFF features over 120 new independent films and studio sneak previews screening in 13 beautiful venues throughout the four walkable villages, as 300 visiting filmmakers interact with audiences at screenings and intimate events. Attendees enjoy film panels & culinary demonstrations, wine tasting pavilions, the spectacular Festival Gala, Celebrity Tributes, Awards Ceremony, an array of parties, VIP receptions, winemaker dinners and more.

ABOUT MEREDITH CORPORATION

Meredith Corporation has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, magazines, and digital – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 100 million unduplicated women every month, including nearly three out of four American Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes and Gardens*, *Allrecipes*, *Parents* and *SHAPE*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, TGI Friday's and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

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For further information: Liz Malone, 212-551-7172, Liz.Malone@Meredith.com, Lindsey von Busch, 732-284-9089, Lindsey.vonBusch@Meredith.com

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