



OFFICIAL ENTRY FORM

Please fill out the form in black ink (do not use pencil). This is your official entry form for the Better Homes and Gardens® Home Improvement Challenge™. Before you complete this form, carefully read the attached rules.

Separate entry forms, photos and receipts are needed for each project category you enter. Be sure to enter only one person's name in the space below. Please enter your first name and last name only. Do not use Mr., Ms., Mrs., Mr., Miss, etc.

**DEADLINE FOR ENTRIES:
JANUARY 15, 2008**
No entries will be accepted after January 15, 2008. Remember to explain your project objectives, goals, and steps to completion on a separate sheet. Tell us your story! Include that information with no more than 15 photos, your project receipts, and other documentation as instructed in the Rules Brochure.

First Name _____ Last Name _____
 Address _____
 City _____ State _____ Zip Code _____
 Telephone (Home) _____ Telephone (Work) _____
 E-mail _____

RETURN TO:
Better Homes and Gardens
 Home Improvement Challenge
 P.O. Box 7090
 1716 Locust Street
 Des Moines, IA 50309-7090

QUESTIONS ABOUT YOUR PROJECT

1. Please check the contest category you are entering. Check only one category. If you are entering in multiple categories, you will need to fill out a separate entry with the following project questions completed for each project category you enter.

- | | |
|----------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Exterior Face Lifts | <input type="checkbox"/> Additions |
| <input type="checkbox"/> Outdoor Improvement | <input type="checkbox"/> Whole House Remodeling |
| <input type="checkbox"/> Kitchen | <input type="checkbox"/> Green Improvements |
| <input type="checkbox"/> Bath | <input type="checkbox"/> Organization |
| <input type="checkbox"/> Decorating | |

2. Approximate cost of project (includes all money that you spent for materials and/or that you paid a contractor, interior designer, or other professional for materials and labor). Please check only one. See rules for details on project receipts.

- | | |
|--------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Under \$1,000 | <input type="checkbox"/> \$50,000-\$79,999 |
| <input type="checkbox"/> \$1,000-\$4,999 | <input type="checkbox"/> \$80,000-\$99,999 |
| <input type="checkbox"/> \$5,000-\$9,999 | <input type="checkbox"/> \$100,000-\$149,999 |
| <input type="checkbox"/> \$10,000-\$29,999 | <input type="checkbox"/> \$150,000-\$199,999 |
| <input type="checkbox"/> \$30,000-\$49,999 | <input type="checkbox"/> Over \$200,000 |

3. How did you finance the project? Check all that apply.

- Home equity loan
- Pay as you go
- Home improvement loan
- Credit cards
- Mortgage refinancing
- Gift from relative/friend
- Second mortgage
- Personal savings
- Other _____

4. If you added on, remodeled, or decorated, please indicate the rooms or spaces that were involved. If you converted one room into another, indicate the type of room that was created once you finished remodeling. Please check all that apply.

- Entryway
- Study/Den
- Kitchen
- House exterior
- Family room
- Home office
- Sunroom
- Children's bedroom
- Guest bedroom
- In-law living space
- Master bedroom
- Formal dining room
- Informal eating area (separate)
- Living room
- Bath
- Deck or decks
- Porch
- Pool
- Garage
- Laundry room
- Great-room: Kitchen/Family room/Dining room combo
- Other (please specify) _____

5. If you added any exterior space(s) or garden(s), please indicate the room(s) or space(s) that were involved. Please check all that apply.

- | | |
|------------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Kids' play equipment/space | <input type="checkbox"/> Garden(s) |
| <input type="checkbox"/> Playhouse/Treehouse | <input type="checkbox"/> Garden room |
| <input type="checkbox"/> Outdoor kitchen/barbecue | <input type="checkbox"/> Storage shed(s) |
| <input type="checkbox"/> Planting shed or greenhouse | |

6. Did you use any professional help? Please check all that apply.

- An architect
- An interior designer
- A designer/builder
- A handyperson/remodeler/general contractor
- A specialty contractor (drywaller, plumber, electrician, etc.)
- A landscape architect/garden designer

7. Who in your household worked on the project? Please check all that apply.

- Myself
- Child/children
- My spouse/partner
- Another adult in the household

QUESTIONS ABOUT YOU AND YOUR HOME

You need to complete all of the remaining questions about you and your home only one time, regardless of how many categories you enter. If you already filled this section out on a previous entry, you can stop here. If this is your first entry, you must fill out the remaining questions to be eligible for the contest.

1. How important is each of the qualities of your home listed below? For each one, use the scale below and check only one for each item.

	Very	Somewhat	Not very	Not at All
The architectural style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood that's walkable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A city lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acreage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Latest appliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earth-friendly materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An open floor plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spacious rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looks great from the curb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The newest technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Are you more or less satisfied with your home today than in recent years?

- More satisfied
- Less satisfied
- Nothing's changed – SKIP TO QUESTION 4

3. How has your satisfaction with your home changed? Why are you more or less satisfied with your home today?

4. Which one of the following best describes how you feel about technology in your home? Please check only one.

- I love it and want more of the newest
- I like it and use it
- I like it, but it intimidates me
- I can do without most of it

5. Please check the technology devices currently in your home. Please check all that apply.

	Currently Have	Don't Have, But I'm Interested
Smart appliances	<input type="checkbox"/>	<input type="checkbox"/>
Internet refrigerator	<input type="checkbox"/>	<input type="checkbox"/>
Hi-speed computer access	<input type="checkbox"/>	<input type="checkbox"/>
Home computer network (file sharing, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Advanced home entertainment equipment (Plasma TV, DVD, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Computer-controlled (HVAC, lighting, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Security system	<input type="checkbox"/>	<input type="checkbox"/>

6. If \$20,000 dropped into your hand for a splurge, which one of the following would you be most likely to splurge on? Please check only one.

- Renovate your kitchen
- Remodel elsewhere in your home
- Build a pool or spa
- Update with earth-friendly home products and materials
- Buy an automobile
- Travel
- Major gardening or landscaping project
- Something else

TELL US ABOUT YOUR HOME

1. How long have you lived in your current home?

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- 21-25 years
- More than 25 years

2. Do you own or rent your home?

- Own
- Rent – SKIP TO QUESTION 4

3. If you own your home, which of the following best describes your ownership? Please check all that apply.

- This is our first home
- This is not the first home we've owned
- This is the last home we plan to own
- We plan to sell our home soon

4. How old is your home or rental?

- Less than 1 year
- 1-10 years old
- 11-25 years old
- 26-50 years old
- 51-75 years old
- 76-100 years old
- Over 100 years old
- Not sure

5. Listed below are some more statements about homes. For each one, please use the scale below to indicate your agreement or disagreement. Please check only one for each statement.

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
The appearance of my home tells people a lot about me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My current home is very close in appearance and features to my "dream home"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm still trying to find my own style in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know exactly how I want my home to look	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to experiment with different styles in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's important to me to have one of the most attractive homes in the neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm always looking for ways to enhance my yard and garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like my home to be uniquely decorated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm more concerned with comfort than with style in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. In the past five years, which of the following activities have you undertaken? Please check all that apply.

- A major remodeling project (such as adding a room, moving walls, transforming a kitchen or bath)
- A major decorating project (such as a floor-to-ceiling redo of a room or rooms, replacing carpet, or painting exterior of house)
- A renovation to make your home more energy efficient and earth friendly
- Weekend(s) decorating project (such as painting a bedroom or putting up wallpaper in a bath)
- Outdoor project (such as a new landscape design, putting in a garden, or adding an outbuilding or deck)
- None of the above

7. In the next five years, which of the following activities do you anticipate undertaking? Please check all that apply.

- A major remodeling project (such as adding a room, moving walls, transforming a kitchen or bath)
- A major decorating project (such as a floor-to-ceiling redo of a room or rooms, replacing carpet, or painting exterior of house)
- A renovation to make your home more energy efficient and earth friendly
- Weekend(s) decorating project (such as painting a bedroom or putting up wallpaper in a bath)
- Outdoor project (such as a new landscape design, putting in a garden, or adding an outbuilding or deck)
- None of the above

8. Which one of the following best describes what your home needs? Please check only one.

- Major renovations (such as adding a room)
- An added fun space (such as a sunroom or garden center)
- An updated kitchen
- An updated room besides kitchen (such as a bath)
- An update using energy efficient appliances and building materials
- Interior decoration
- My home needs so much work I'd rather move than do anything else to it
- I like it the way it is now

9. Which one of the following best describes how you approach home improvement? Please check only one.

- I/we like doing the work because it's satisfying
- I/we like doing the work because it saves money
- I/we like doing the work because I/we do better work
- I/we like doing some of the work myself/ourselves and hiring a professional for some of the work
- I/we rarely tackle a job that a professional could accomplish with better results

10. Thinking ahead to your next project, which one of the following best describes who's most likely to do the work? Please check all that apply.

- You or someone in your household will do ALL of the work
- You or someone in your household and SOME outside help
- A team including an architect and/or interior designer
- A designer/building
- A handyman/remodeler/single contractor
- A specialty contractor (drywaller, plumber, electrician, etc.)
- A landscape architect/garden designer
- A party planner/caterer
- I am not planning my next project at this time

11. Which of the following describes the role magazines play in your home improvement process? Please check all that apply.

- I use magazines for information about project techniques
- I use magazines for information about products
- I use magazines to learn about new products/materials
- I use magazines for cost saving ideas
- I use magazines to help me choose products, items, materials because it is often overwhelming to choose from the wide selection in hardware stores.
- I don't use magazines when planning home improvement

12. Which of the following describes the role the Internet plays in your home improvement process? Please check all that apply.

- I use the Internet for information about project techniques
- I use the Internet for information about products
- I use the Internet to buy materials I can't find locally
- I use the Internet to buy materials because of the cost savings
- I use the Internet, but it's often frustrating to find what I need
- I don't use the Internet when planning home improvement

13. Which one of the following best describes your usual approach to decorating? Please check only one.

- Keep resale value in mind when selecting paint and other materials
- Keep cost top of mind to get the most bang for the buck
- Stick closely to a specific style regardless of the cost
- Go with what pleases me regardless of the style and cost

TELL US ABOUT YOU

1. Are you female or male?

- Female
- Male

2. What is your age?

- Under 25
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70+

3. Which best describes your marital status?

- Single
- Married or life partner

4. Do you have any children less than 18 years of age living in your household?

- Yes
- No

5. Which, if any, of the following descriptions applies to you? Please check all that apply.

- Mature couple (adult 55-64, no child under 18 at home)
- Young couple (30-39, no child under 18 at home)
- Newlyweds (married 1 year or less)
- Young single (18-24 and single)
- Young family (living in household with children under 12 years old)
- Teenage Household (living in household with children 12-17 years old)
- Retired
- Other _____

6. Which of the following categories includes your total household income for 2006, including all sources and before taxes?

- Under \$15,000
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$44,999
- \$45,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

7. Which best describes your relationship with Better Homes and Gardens magazine? Please check all that apply.

- Currently subscribe to Better Homes and Gardens
- Formerly subscribed to Better Homes and Gardens
- Regularly read (3 of the last 4 issues) Better Homes and Gardens
- Read Better Homes and Gardens less frequently (less than 3 of the last 4 issues)
- Have never read or subscribed to Better Homes and Gardens

TELL US ABOUT YOUR LIFESTYLE

1. At which of the following stores do you usually shop for home improvement products/materials? Select all that apply.

- Ace Hardware
- The Home Depot
- Lowe's
- Sears
- Target
- True Value Hardware
- Wal-Mart
- Kmart
- Other local hardware store
- Other _____
- None

2. At which of the following stores will you consider shopping for the home improvement/remodeling project you are planning? Select all that apply.

- Ace Hardware
- The Home Depot
- Lowe's
- Sears
- Target
- True Value Hardware
- Wal-Mart
- Kmart
- Other local hardware store
- Other _____
- None

3. Which of the following floor coverings do you currently have in your home? Please check all that apply.

- Hardwood
- Wall-to-wall carpet
- Laminate
- Vinyl (tiles or sheets)
- Area rugs
- Ceramic tile
- Other types of tile
- Other _____

4. How likely are you to buy new floor coverings in the next 3 years for at least one room in your home?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely – SKIP TO QUESTION 7 IN THIS SECTION

5. What do you consider the most important quality when selecting new flooring? Please check only one.

- Comfort/feels good underfoot
- Versatility
- Good value for the money
- Ease of cleaning
- Complements my home décor
- Slip resistance
- Durability
- High quality
- Style/fashionability

6. Which brand would you prefer to buy for new flooring? Please check only one.

- Amtico
- Armstrong
- Bruce
- Congoleum
- Hartco Unilin
- Mannington
- Mohawk
- Pergo
- Robbins
- Shaw
- Tarkett
- Quick-Step
- Other _____
- No brand preference

7. If you have painted any room in your home in the last 2 years, what inspired you to paint? Please check all that apply.

- Necessity (current finish is fading, peeling, chipping)
- Wanted to change color of a room
- Home improvement TV show
- Saw paint ad in magazine, or heard on TV or radio
- Liked a neighbor or friend's painting project results
- Bought a new home
- Have not painted in the last 2 years – SKIP TO QUESTION 11 IN THIS SECTION

8. What do you consider the most important quality when selecting paint? Please check only one.

- Brand
- Color selection and versatility
- Good value for the money
- Durability/Longevity
- Finish options
- Safe ingredients
- Quality

9. Which brand would you prefer to buy for painting? Please check only one.

- Behr
- Benjamin Moore
- Dutch Boy
- Glidden
- Martha Stewart Signature Paint
- Ralph Lauren Home Paint
- Rustoleum
- Sherwin Williams
- Valspar
- Store brand
- Other _____
- No brand preference

10. What are your source(s) for ideas/advice when planning a painting project? Please check all that apply.

- Family/friends
- Painting professionals
- Home improvement store employees
- Paint manufacturer store displays and brochures
- Design or specialty decorating stores
- Home improvement books/magazines
- Home improvement, retailer or manufacturer's website
- Other _____

11. What is most important when replacing interior doors?

Please check only one.

- Beauty of product
- Brand
- Sound control
- Low maintenance
- Warranty
- Price Value
- Product reliability
- Safety/security
- Other _____

12. What is most important when replacing exterior doors?

Please check only one.

- Beauty of product
- Brand
- Sound control
- Low maintenance
- Warranty
- Price Value
- Product reliability
- Safety/security
- Other _____

13. Which brand would you prefer to buy for windows and doors? Please check only one.

- Andersen
- Eagle
- Hurd
- Jeld-Wen
- Marvin
- Peachtree
- Pella
- Weather Shield
- Windsor
- Other _____
- No brand preference

14. Which of the following statements describe the way you would choose doors or windows? Please check all that apply.

- I would save photos from magazines and web sites of windows and doors that interest me
- I would collect detailed product information like sizes, options, and energy efficiency data from the web, magazines and other sources
- I would watch home improvement shows on television
- I would ask my architect or remodeler what brand of window or door to purchase
- I would go to a home improvement retail store to look around, talk to the employees, and collect brochures
- I would send away for product brochures from door and window manufacturers
- None of the above

15. Please indicate which of the following brands of furniture you have purchased over the years. Please check all that apply.

- Bassett
- Broyhill
- Century
- Drexel
- Ethan Allen
- Flexsteel
- Henredon
- Hickory Chair
- Kincaid
- Lane
- La-Z-Boy
- Lexington
- Mitchell Gold
- Pennsylvania House
- Rowe
- Thomasville
- None of the Above
- Other _____

16. What brand of furniture do you plan to purchase next?

Please check all that apply.

- Bassett
- Broyhill
- Century
- Drexel
- Ethan Allen
- Flexsteel
- Henredon
- Hickory Chair
- Kincaid
- Lane
- La-Z-Boy
- Lexington
- Mitchell Gold
- Pennsylvania House
- Rowe
- Thomasville
- None of the Above
- Other _____

17. What is your best source for furniture (manufacturer) information? Please check only one.

- Internet
- Television
- Magazines
- Newspapers
- Store displays/salespeople
- Friends and family
- Other _____

18. Please indicate which of the following brands of appliances you have purchased over the years. Please check all that apply.

- Amana
- Frigidaire
- GE
- Kenmore
- KitchenAid
- LG
- Maytag
- Samsung
- Viking
- Whirlpool
- Wolf
- Other _____
- None of the Above

19. If price were not a consideration, which appliance brand would you most like to purchase? Please check all that apply.

- Amana
- Frigidaire
- GE
- Kenmore
- KitchenAid
- LG
- Maytag
- Samsung
- Viking
- Whirlpool
- Wolf
- Other _____
- No brand preference

20. What is your best source for appliance (manufacturer) information? Please check only one.

- Internet
- Television
- Magazines
- Newspapers
- Store displays/salespeople
- Friends and family
- Other _____

21. Please indicate which of the following technology brands you have purchased over the years. Please check all that apply.

- Apple
- Compaq
- Dell
- Gateway
- Hewlett Packard
- Sony
- Other _____
- None of the above

22. If price were not a consideration, which technology brand would you most like to purchase? Please check all that apply.

- Apple
- Compaq
- Dell
- Gateway
- Hewlett Packard
- Sony
- Other _____
- None of the above

23. What is your best source for technology (manufacturer) information? Please check only one.

- Internet
- Television
- Magazines
- Newspapers
- Store displays/salespeople
- Friends and family
- Other _____

24. If you are currently planning to replace a mattress, what type of mattress do you intend to purchase? Please check only one.

- Bassett Bedding
- Sealy
- Select Comfort
- Serta
- Simmons Bedding
- Sterns & Fosters
- Tempur-Pedic
- None of the Above
- Other _____

25. Please indicate which of the following brands of mattress you have purchased over the years. Please check all that apply.

- Bassett Bedding
- Sealy
- Select Comfort
- Serta
- Simmons Bedding
- Sterns & Fosters
- Tempur-Pedic
- None of the Above
- Other _____

26. What is your best source for mattress (manufacturer) information? Please check only one.

- Internet
- Television
- Magazines
- Newspapers
- Store displays/salespeople
- Friends and family
- Other _____

27. Where do you intend to purchase your next mattress?

- Department store
- Online
- Bedding specialty store
- Wholesaler
- Other home center store
- Other _____
- Not planning to purchase a new mattress

Thank you! Please return this completed form with your contest materials to the address listed on the first page. Good luck!

**BETTER HOMES AND GARDENS®
HOME IMPROVEMENT CHALLENGE**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID OUTSIDE THE 50 UNITED STATES AND WHERE PROHIBITED. ALL CONTEST ENTRIES ARE SUBJECT TO THE OFFICIAL RULES, WHICH GOVERN ALL ASPECTS OF PARTICIPATION AND PRIZE AWARD. CONTEST BEGINS ON APRIL 9, 2007, AND ENDS ON JANUARY 15, 2008 (“CONTEST PERIOD”).

CONTEST: The Contest consists of the following nine (9) separate home-based project categories:

Additions—Any project that enlarges the house by adding an enclosed space.

Baths—Remodeling or redecorating of any bath (or bathroom portion of a master suite) that combines improved appearance with functionality.

Decorating—Changes to the interior appearance of the house that make it more attractive, more comfortable, and more functional. Changes may include, but are not limited to, paint, furnishings, fabrics, accessories, and wall art, plus minor construction work such as for moldings and built-ins.

Exterior Face-lifts—Changes that improve the outside appearance of any single-family home, such as siding, shutters, roofing, and landscaping in the immediate proximity of the house.

Green Improvements—Any remodeling, redecorating, addition, or landscaping project that incorporates significant energy savings or eco-friendly design and materials. Projects may include, but are not limited to, remodeling based on sustainable construction materials, recycling centers, passive or active solar systems, and home energy-saving retrofits (such as window replacements).

Kitchens—Any remodeling or redecorating that achieves improved appearance and functionality.

Organization—Changes to any area inside or outside the house that improve the storage and organization of household items and personal effects.

Outdoor Improvements—Any improvements outside the house but within the homeowner’s property boundaries. Improvements may include, but are not limited to, decks, patios, pools, and outdoor kitchens; flowers, trees, shrubs, and other plantings; exterior furnishings and accessories; garden structures and garden ornaments.

Whole-House Remodeling—Any project that improves the looks and functionality of living space inside the home. To qualify as a whole-house remodeling, the project must include either the home’s main rooms (living room or family room, dining room, kitchen, and at least one bedroom) or cover more than 50 percent of the finished square footage of the structure. The project may include an addition and/or exterior improvements, but neither is required to qualify for this category.

In each of the nine (9) categories listed above, prizes will be awarded at three (3) levels based on the scope of the project: \$500 for small-scale projects involving mostly cosmetic improvements, \$1,500 for medium-scale projects involving limited construction work, and \$2,500 for large-scale projects involving extensive decorating, construction work, and/or structural changes.

TO ENTER: Visit www.BHG.com/challenge (“Contest Site”), download and print the entry form (“Entry Form”). Read the instructions, and select the Project(s) in which you wish to compete. Entrants will be asked to submit a completed Entry Form which shall include: (1) up to fifteen (15) photos of a project featuring the primary and current residence of entrant and which is being completed either by the entrant or by professionals engaged by, and on behalf of, the entrant; (2) receipts for items you purchased for each Category entered (optional); (3) a statement of the entrant’s objectives in performing the featured work; (4) a statement of the anticipated or actual completion date of the work (must be on or before December 31, 2007); and (5) a floor plan or other Project-specific substantiation, if applicable. All Entry Materials must be owned by the entrant. The Entry Materials and the home project they feature must not have been previously published, photographed by, or committed to publication in any media. Entrants may enter multiple Project competitions; however, each Project’s entry must feature a unique set of Entry Materials. Different entrants may not submit the same Entry Materials for separate Project categories to evade this rule. If entries containing substantially similar material are submitted to multiple Contest Project competitions, such entries and/or entrants may be disqualified. A separate Entry Form must be completed for each Project category entered. Entrants, at their option, may choose to submit videos of their projects. Any videos submitted become property of Sponsor and may be used on Sponsor’s Internet Web site, in television programming or in any other media. Videos are not required to enter and will not be used in judging to determine winning projects. Mail completed Entry Materials to Better Homes and Gardens, Home Improvement Challenge, P.O. Box 7090, Des Moines, IA, 50309-7090. There is no cost to enter. Sponsor assumes no responsibility for incomplete, damaged, misdirected, illegible, stolen, late or lost entries or mail.

DEADLINES: Entry materials must be postmarked on or before January 15, 2008, and received by January 22, 2008, five (5) business days after the close of the Contest Period.

ELIGIBILITY: Contest is open to U.S. residents (excluding Puerto Rico), 21 years of age or older, except any individuals (including but not limited to employees, consultants, independent contractors and interns), who have, within the last six months, held employment with, or performed services for Meredith Corporation, 1716 Locust Street, Des Moines, IA (“Sponsor”), or any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion and/or their respective parent, subsidiary, affiliate and successor companies and members of their immediate families or persons residing in the same household of such person at anytime during the Contest Period.

INTELLECTUAL PROPERTY RIGHTS: By entering the Contest, entrants agree to assign their intellectual property rights in all Entry Materials to Sponsor and permit Sponsor to use the Entry Materials in any media, including on the internet, for commercial, editorial, or any other purpose whatsoever. Entrants who do not agree to this use should not enter this Contest.

WINNER SELECTION: There are three (3) rounds of judging.

(1) First Round: Entry Materials for each Project category will be initially judged by a qualified panel of judges under the supervision of Better Homes and Gardens magazine using the following criteria: aesthetics/appearance (25%), creativity of Project ideas (25%), functionality of completed Project (25%), and use of materials (25%) (the “Criteria”), to determine ten (10) finalists for each Project category to proceed to the Second Round (“Qualified Entries”). If a tie occurs in any Round, the entry having the higher score in aesthetics/appearance Criterion will be deemed winner. Sponsor reserves the right to select fewer than ten (10) finalists if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries.

(2) Second Round: In the Second Round, Sponsor will apply the Criteria to each category’s Qualified Entries to determine the one (1) highest scoring entry from each Project category (“Project Winners”).

(3) Final Round: In the Final Round, Sponsor will judge the three (3) Project Winners from each of the nine categories by applying the same Criteria. The one (1) top scoring entry will be the Grand Prize winner.

Decisions of the judges are final and binding. Project Winners and the Grand Prize winner will be chosen on or about April 15, 2008, and will be notified by phone, mail, or e-mail on or before May 15, 2008.

PRIZES:

1. Grand Prize: One (1) Grand Prize winner will receive \$25,000.

2. Category Winner Prizes: In each of the nine (9) categories, one winner of the Large-Scale Project competition will receive \$2,500, one winner of the Medium-Scale Project competition will receive \$1,500, and one winner of the Small-Scale Project competition will receive \$500.

Prizes may not be assigned, transferred, or changed, except at the sole discretion of Sponsor. The awarding of any prize is contingent upon full compliance with these Official Rules. Entrants understand that Sponsor is not liable for injuries, losses or damages of any kind arising from participation in this Contest and acceptance, possession and use of any prizes. Grand Prize, Large-Scale and Medium-Scale project winners will be issued 1099 tax forms. Decisions of Sponsor are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prizes. Entrants agree to be bound by Official Rules and agree that if any winner fails

to provide proof of identity, refuses to provide required affidavit, is found to have violated the Official Rules or otherwise does not meet eligibility criteria, prize will be forfeited and awarded to the entry with the next highest score.

PRIVACY: By entering and providing the required entry information, you acknowledge that Sponsor may send you information, samples or special offers it believes may be of interest to you about its publication or other complementary goods offered by Sponsor, or by other companies Sponsor may carefully select. **IF YOU DO NOT WISH TO SHARE YOUR INFORMATION, PLEASE DO NOT ENTER THIS PROMOTION.**

DISPUTE RESOLUTION: Except where prohibited, by participating Contest entrants agree that: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) and Sponsor and its agents shall be governed by and construed exclusively in accordance with the laws of the State of New York without giving effect to any principles of conflicts of law of any jurisdiction. Entrant agrees that any action at law or in equity arising out of or relating to this Contest, or awarding of the prizes, shall be filed only in the state or federal courts located in the State of New York and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this Contest, entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or awarding of the prizes, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees; and (c) under no circumstances will any participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

GENERAL: Except where prohibited by law: (i) entry constitutes permission to use winners' entry, name, hometown, voice, likeness, photograph and any statements regarding this Contest for editorial, public relations, promotional and advertising purposes on behalf of Sponsor without compensation; (ii) potential winners will be required to complete and return an Affidavit of Eligibility/Ownership/Liability Release, Publicity Release and Copyright Assignment within ten (10) days of notification or the entry with the next highest score may become an alternate winner. If winner notification is returned as undeliverable, the entry with the next highest score may become an alternate winner. By participating and winning a prize, winners release Sponsor, its parents, affiliates, subsidiaries and agencies and their respective directors, officers, employees and agents from any and all liability with respect to the prize won and participation in the Contest. Subject to all U. S. federal, state and local laws and regulations. Void where prohibited. For winners' names (available after May 31, 2008), send a separate SASE to: Home Improvement Challenge Winners' List, Attn: Renae Gray, Better Homes and Gardens, LN 424, 1716 Locust Street, Des Moines, IA 50309-3023. Vermont residents may omit return postage.