

**Better
Homes
and Gardens.**

Home Designer® Software by Chief Architect



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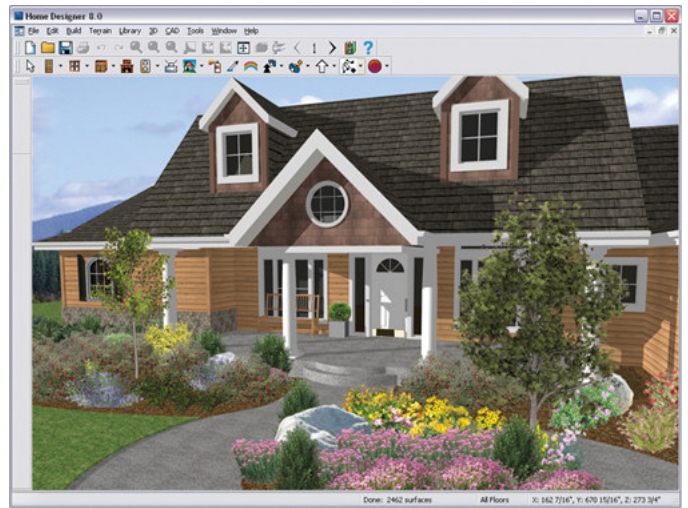
Chief Architect Releases New Version of Better Homes and Gardens® Home Design Software

Coeur d'Alene, Idaho (May 26, 2008) - Chief Architect, Inc. today introduced version 8.0 of the Better Homes and Gardens® software product line. The new products offer 3D design tools for home design, remodeling, interior design, landscaping, and deck design.

The National Association of the Remodeling Industry estimates that Americans spent \$291 billion on home remodeling projects in 2007. Better Homes and Gardens software products provide the resources and tools to empower consumers to plan and execute those projects.

“The new Better Homes and Gardens products really are the next generation in design tools for the everyday home enthusiast. We spent a significant amount of time incorporating new design features and tools to make the software not only more functional, but also a fun and easy design experience for the user,” said Scott Harris, Vice President of Sales and Marketing for Chief Architect. “Chief Architect develops software products for the professional building and architectural market. For that reason, we are able to keep our software current with building trends and incorporate professional knowledge into products for consumers,” said Harris.

The new software uniquely offers design tips, techniques, and how-to articles from the editors of *Better Homes and Gardens*® magazines. These helpful tools are organized by room and category to help educate users on the best way to create their design. To help inspire ideas further, the software also includes a collection of photos by room that show a wide range of design styles. Finally, users can choose design style templates to jump start their design in a particular style such as Today's Traditional, Country Cottage, or Arts & Crafts.



Top features of the new products include:

- » A new and updated design library to select objects for your designs— furnishings, fixtures, cabinets, and much more—over 9,000 design objects
- » A new symbol import wizard that can import 3D objects from outside sources such as Google's 3D warehouse
- » New 3D design and editing tools— users can design in 2D, 3D or both simultaneously
- » To quickly visualize indoor and outdoor areas, furniture and landscape groupings have been created to make arranging spaces simple and fast
- » Automated building and design tools to help make the design process simple and straightforward
- » Over 3,700 realistic landscaping plants
- » Material Painter® and Color Chooser™ tools to apply materials, colors, and textures to your design from digital photos or websites
- » Save designs as a 3D rendering photo or as Virtual Tour movie file

Better Homes and Gardens software products are the #1 selling products according to The NPD Group, Inc. These new products are available now and can be found at many retail stores. The products range in price from \$59 to \$495 and include free how-to tutorial DVDs. For more information, please visit www.HomeDesignerSoftware.com.

Chief Architect develops the Better Homes and Gardens software under a licensing agreement with Meredith Corporation, publisher of the *Better Homes and Gardens*[®] magazine.

About Chief Architect, Inc.

Chief Architect, Inc. (www.chiefarchitect.com) is a leading developer of 3D Architectural home design software for builders, designers, architects, and home enthusiasts. The company first introduced architectural home design software in 1991. For the consumer market, it publishes the Better Homes and Gardens[®] Home Designer[®] product line, #1 in market share according to NPD. The Better Homes and Gardens products are available in many retail stores. The Company leads the professional architectural and building home design software market with its professional Chief Architect[®] product line. For more information, e-mail info@HomeDesignerSoftware.com or see www.HomeDesignerSoftware.com.

About Meredith Corporation

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines – including *Better Homes and Gardens*, *Ladies' Home Journal*, *Family Circle*, *Parents*, *American Baby*, *Fitness*, *Siempre Mujer*, and *More* – and publishes approximately 180 special interest publications under approximately 80 titles. Meredith has more than 400 books in print. Meredith owns 13 television stations, including properties in top-25 markets Atlanta, Phoenix, and Portland, OR. Additionally, Meredith has an extensive online presence that includes more than 40 web sites and two broadband channels – *Better.tv* and *Parents.tv*.

Meredith Integrated Marketing has established marketing relationships with some of America's leading companies. Meredith's consumer database, which contains approximately 85 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to conduct precise targeted-marketing campaigns. Meredith is also the leading publisher serving Hispanic women in the United States with titles such as *Siempre Mujer* and *Ser Padres*.