



NATIONAL HOME FURNISHINGS MONTH IS IT HOME YET?™

Dear <VARIABLE DATA: NAME>:

We would like to thank you for downloading the Retailer Toolkit and for your active participation in National Home Furnishings Month. We are heading into our third week since the announcement of the IS IT HOME YET?™ campaign and we have received a tremendous response on this exciting new campaign designed to reinvigorate home furnishings retailers and inspire consumers to buy for their home.

The National Home Furnishings Month campaign has received millions of impressions in the last two weeks along with tens of thousands of visits to the campaign website www.homeyet.com. In addition, HGTV personality Monica Pedersen, the official spokesperson for National Home Furnishings month, is actively spreading the word about this exciting initiative. Here is a video sample http://kefmmediastream.com/WorldMarket_UTube.wmv of the national coverage.

In order to keep the momentum going and deliver on our campaign message to consumers, we need your active involvement! We ask that you use elements of the "Is It Home Yet" creative assets in your September advertising, and **offer special savings to customers the week of September 19-27**. We intend to drive consumers and traffic to your store not only during the week of September 19-27 – but well beyond, as future phases of this campaign unfolds.

If you have yet to register, we invite you to attend the September 2009 Las Vegas Market, which will be taking place September 14-17th, in Las Vegas, NV, only a week away. Not only is a great way to discover new products but it is also a great way to learn about new trends, which will assist you in meeting your consumers' wants and needs. There are also some powerful business seminars being offered, such as "Las Vegas IS the Money Market" where experts from the Small Business Administration (SBA) will be available to walk you through the myriad of interest free loan programs that are available. You can visit <http://www.lasvegasmarket.com> to register and to learn more about thousands of new products and dozens of relevant, educational programming you'll find at Las Vegas Market.

As a Las Vegas Market registrant, we also want to remind you about our Retailer Locator feature which will help consumers find your store easily. As soon as you add your store to the locator, your information will be displayed every time a consumer searches for stores within your zip code on the campaign site. You can opt into this opportunity by visiting <http://retailer.homeyet.com> and benefit from the millions of impressions the campaign will deliver.

We appreciate your involvement and have put together a short questionnaire to help us determine what other tools we should provide in order to ensure your success, now and into the future. Please complete the questionnaire that is attached and return it to retailstores@homeyet.com at your earliest convenience. We truly appreciate your participation in National Home Furnishings Month and thank you again.

Should you have any questions about this program, please don't hesitate to contact me by email at yer.vang@lasvegasmarket.com or by phone at (702) 599-8124.

Sincerely,

Yer Vang
National Home Furnishings Month (NHFM) Program Coordinator