

Meredith Magazine Brands Showcase New Products and Design Trends at 2008 Kitchen/Bath Industry Show in Chicago

FIVE LEADING MAGAZINE BRANDS SHOWCASE NEW PRODUCTS AND DESIGN TRENDS AT 2008 K/BIS

CHICAGO (March 12, 2008) – The **National Kitchen and Bath Association** and Meredith Corporation (NYSE:MDP), one of the nation's leading media and marketing companies, have partnered for the third consecutive year to create the **2008 Design Idea Center** at the **Kitchen/Bath Industry Show & Conference**, held April 11-13 at McCormick Place in Chicago.

The 10,000 square-foot Design Idea Center (**Booth #4058** in the South Hall) features kitchen and bath designs from five of Meredith's most popular consumer brands —*Kitchen and Bath Ideas*, *Better Homes and Gardens*, *Traditional Home*, *Country Home* and *Midwest Living*.

In the 2008 Design Idea Center titled "**Your Kitchen. Your Bath. Your Way. Designs for Every Lifestyle and Life Stage**," each brand has created a fresh and unique look that addresses the needs of women as they progress through life. Whether she's a young professional, a new mother, mom-on-the-go or an active empty-nester, this year's Design Idea Center provides useful and stylish spaces for her life, her way. Other trends include eco-friendly design, spaces to entertain, aging-in-place, indoor/outdoor living, technology, organization and storage.

The Design Idea Center features products, appliances and materials from a variety of manufacturers and designers, including sponsors **Armstrong**, **DuPont Surfaces**, **Kohler**, **KraftMaid** and **Sub-Zero/Wolf**.

Meredith Video Solutions will produce a half-hour syndicated television special, **Cool Kitchens and Baths**," featuring the 2008 Design Idea Center and related kitchen and bath trends from K/BIS to air nationwide in summer 2008.

Hostess Extraordinaire - *Kitchen and Bath Ideas*

The kitchen is often the hub of a busy household with teenage kids, and *Kitchen and Bath Ideas* has designed a space to fit this center of activity. Recognizing that a mother of teenagers is part chauffeur, part chef, part counselor, and yet, someone who also loves to entertain friends in her "spare" time, *Kitchen and Bath Ideas'* teen-friendly kitchen has the ability to morph into an ideal entertainment space where adults enjoy gathering.

Organizer-in-Chief - *Better Homes and Gardens*

Better Homes and Gardens' "Everyday Easy" kitchen is designed to help make life easier for busy families. This super-organized and eco-friendly kitchen helps make it easier to get dinner on the table, keep everyday tasks and clutter under control, and spend time together in a space that's as much family room as it is kitchen.

Savvy Young Professional - *Traditional Home*

Traditional Home presents the ultimate bath suite designed for young professionals—a new generation of educated, affluent, and brand-savvy consumers who embrace a modern interpretation of traditional design and are confident investing in the creation of a home environment uniquely suited to their personal lifestyles. The floor plan, consisting of a central spa-like shared space flanked by two private baths, allows a couple to comfortably and efficiently meet their daily needs.

Mother Starting Out - *Country Home*

Country Home's kitchen, mudroom and laundry/multi-task room work hard for the young family without sacrificing style. A technology station, flexible built-in seating, and an island with a second tier of countertops that doubles the work space, offer solutions for the woman balancing her growing family and her taste for beautiful surroundings.

Future Thinker - *Midwest Living*

As 78 million baby boomers head toward new phases in their life journey, many are looking to stay in their homes for years of cooking, entertaining, and active living; and *Midwest Living* has created the ideal space. This kitchen and bath offers thoughtful conveniences for future needs through a design aesthetic that combines both comfort and style.

ABOUT MEREDITH CORPORATION

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine brands, book publishing, television broadcasting, integrated marketing and interactive media. Among Meredith media content are such well known brands as *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Fitness*, *American Baby* and *ReadyMade* - and approximately 200 special interest media titles. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland. For more information, please visit www.meredith.com

ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

Celebrating more than 40 years service, the National Kitchen & Bath Association (NKBA) is an international not-for-profit organization that has educated and led the kitchen and bath industry since 1963. As the only trade association dedicated exclusively to the kitchen and bath industry, the NKBA is the leading source of information and education for consumers and professionals alike. With more than 40,000 members and growing, the NKBA owns the Kitchen & Bath Industry Show & Conference®, the world's largest trade show and industry event. For more information, please visit www.nkba.org

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