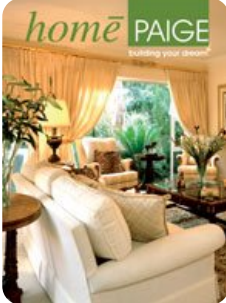


Home improvement mag goes retail, launches competitor

Due to consumer demand, specialised home improvement magazine *Home Paige* is officially launching into the retail trade from October 2007. It is now available from CNA, Exclusive Books and other specialist outlets.



In addition, it recently launched its first Afrikaans translation, reporting great reader response. The English version of *Home Paige* is ABC-certified and is published on a quarterly basis, while its Afrikaans sister-publication will be published on a bi-annual basis.

And in order to create brand awareness, the title will be running a Building Your Dream promotion over the next few months in conjunction with DSTV's The Home Channel, Calgro M3 Developers and a host of other top-end suppliers, brand leader and a number of innovative décor and design specialists.

The promotion focuses on living your dream – working with developer, Calgro M3, and fitting and furnishing the home with the help of local industry leaders, to the winner's individual taste and lifestyle requirements – resulting in a personalised, fully fitted and furnished home in Craigavon, Fourways, worth a whopping R2.5 million.

The building of the house will be well documented in the media, both in print in *Home Paige* and on the television on The Home Channel throughout the month of October 2007 to June 2008. The installation of the finishes and décor choices will exclusively be filmed for The Home Channel and shot for editorial inclusion in *Home Paige* – giving viewers and readers “behind the scenes” insight on the entire process, thus empowering them with invaluable knowledge of standard requirements, start-to-finish processes and assisting them with consumer knowledge for future investments in the local property market.

Entries will be audited by an independent auditor and the grand prize winner will be announced in January 2008 in a special broadcast exclusive to The Home Channel.

For more information, go to www.homepaige.co.za