



INTERNATIONAL
MARKET CENTERS

For Immediate Release:

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Pennsylvania Construction Worker Wins Home Payments for a Year as Winner of 2011 National Home Furnishings Month Sweepstakes

LAS VEGAS – (Nov. 9, 2011) – The average American adult spends between 25 and 40 percent of their income on housing – by far the greatest monthly expense one bears. By the luck of the draw, that heavy load will be lightened for one McKeesport, Pa. resident, Reed Crawford, who was randomly selected out of nearly 118,000 entries as the grand prize winner in the third annual National Home Furnishings Month sweepstakes, sponsored by International Market Centers, L.P.

Crawford, who entered September's sweepstakes through the promotion's official website, HomeYet.com, will receive \$2,000 cash for 12 months, thanks to the furnishings industry's annual campaign.

“My wife and I currently have a mortgage, but due to recent financial woes, we're about to move to a rental,” said Reed Crawford, a 54-year-old heavy equipment operator. “This prize money means so much to us. We'll be able to get a head start on renting, with our security deposit and first month's rent, and we'll use it to help pay for the move. We plan to also buy new furnishings for our new home, too.”

This year's sweepstakes, which encouraged families to visit stores to refresh their living spaces with new furnishings, was modified from years past to offer incentives to both homeowners and renters with a prize of either rent or mortgage payments for one year. Both expanding the sweepstakes pool and hyper-targeting an audience of consumers who have an affinity toward decorating and purchasing for their home, the campaign was able to nearly double its Facebook fan base to more than 51,300 “Likes” and generate the most sweepstakes entries since its inception.

“By extending the promotion to renters, which are a significant portion of today's American population, we generated many more sweepstakes participants, yet were still able to focus on a very targeted audience,” said Robert Maricich, chief executive officer of International Market Centers. “We're thrilled we could liberate Mr. Crawford from the heavy burden of his home payments for a year and we're excited that he and his family will use a portion of it to bring new life to their home with new furnishings and accessories.”

For more information, visit www.homeyet.com.

About Is it Home Yet? and National Home Furnishings Month

Launched in 2009 by World Market Center Las Vegas, a property of International Market Centers - in partnership with eight industry associations - the *Is it Home Yet?*TM advertising campaign and its flagship event, National Home Furnishings Month, is the first-ever industry-wide initiative that unites retailers through a month long promotion. The campaign encourages consumers to celebrate the idea of —home and refresh their living spaces through retail store visits and new home furnishings purchases. In addition to the enter-to-win Home Mortgage or Rent Sweepstakes (which pays one lucky family's mortgage or rent for a year), the campaign's website, www.HomeYet.com, features advice from top designers with home makeover tips and trend information. Exclusive information about sales and promotions at participating retailers across the country is also available online.

Rules for 2011 Home Mortgage or Rent Sweepstakes – No purchase was necessary to enter or win. Opened to legal residents of the United States and D.C., 18 years of age or older. Void in Puerto Rico and where prohibited by law. Began on September 1, 2011 and ended on September 30, 2011. Prize will be awarded as \$24,000 cash based upon an average monthly home mortgage or rent expense of \$2,000 per month for twelve (12) months. For Official Rules, visit <http://www.homeyet.com/sweepstakesrules>.

This all-industry marketing initiative is endorsed by National Home Furnishings Association (NHFA), Western Home Furnishings Association (WHFA), Home Furnishings Independents Associations (HFIA), Sustainable Furnishings Council (SFC), American Society of Furniture Designers (ASFD), Specialty Sleep Association (SSA), Women in the Home Industries Today (WithIt) and International Sleep Products Association (ISPA).

About International Market Centers, L.P.

International Market Centers, L.P. (IMC) is the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. The company owns and operates 11.5-million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. In addition, IMC operates the Las Vegas Design Center, a year-round resource open to both the design trade and consumers which is comprised of more than 40 showrooms and hundreds of designer brands. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furnishings, home décor and gift industries. For more information on IMC, visit imcenters.com.

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