

PHOTO AVAILABLE: Lot And Home Names Kathy Ireland Chief Designer

Innovative Web site for newly built homes collaborates with global home decor magnate

For Immediate Release

WAYNE, Pa./EWORLDWIRE/Aug. 11, 2008 --- Lot and Home ('<http://www.lotandhome.com>') has announced that Kathy Ireland, CEO of Kathy Ireland Worldwide, will serve as its Chief Designer. Ireland will offer visitors to [lotandhome.com](http://www.lotandhome.com) free support and expert guides on home staging and interior design. She will also participate in the company's national advertising campaign to raise awareness of the Web site's benefits for new home buyers.

Lot and Home recently launched as the first, largest and only residential real estate Web site exclusively for new homes and land. It currently features more than 50,000 model homes from the nation's top builders. This inventory represents more than 600,000 new homes and lots across the country, and it's growing rapidly. Lot and Home's core philosophy is to help both builders and new home buyers. Builders can post their homes for free, and buyers who find their new home through [lotandhome.com](http://www.lotandhome.com) can qualify for a cash rebate of one percent of the purchase price.

The partnership with Kathy Ireland will enhance the customer experience for those who visit the Web site by sharing expert advice via free resources and guides on interior design for customers trying to sell their existing home and buyers desiring to decorate their new home.

"We look forward to serving customers of Lot and Home," said Kathy Ireland, whose success as a designer and CEO is celebrated by global media as a leader brand in the home industry. "Lot and Home will allow our company to bring the latest and greatest staging and design trends to everyone seeking advice on homes for sell and new interiors. We will offer decor based on our innovative Style Guide program. The looks will include European Country, Aloha, Architectural and La Vida Buena. We will share access to everything you need to make your house the home of your dreams. We are delighted by this new partnership."

Lot and Home CEO Fred Catona expressed enthusiasm about the benefits of the partnership. "Kathy Ireland brings a new level of credibility and prestige to our blockbuster concept for purchasing new homes. We are thrilled to offer her experience and creative talents in home decor and style to our Web site visitors. When you couple Kathy Ireland's valuable, free expertise with the convenience and ingenuity of [LotandHome.com](http://www.lotandhome.com), the consumer comes out the big winner."

As reported by Forbes Magazine, Kathy Ireland Worldwide is a \$1.5 billion global company specializing in everything from clothing to carpets for people much like her, a busy mom. As the Chief Designer for Lot and Home, Kathy will be guided by her company's expressed mission of "finding solutions for families, especially busy moms."

About LotandHome.com

Launched in June, 2008, [LotandHome.com](http://www.lotandhome.com) is the largest Web site of its kind featuring both residential construction and land. As the nation's first exclusive marketer of new homes and land, Lot and Home offers a one percent cash rebate to buyers while builders and real estate agents can post their properties for free. Catona formerly founded the ad firm which launched Priceline and Freecreditreport.com. Lot and Home provides an unbiased resource for homebuyers, builders and real estate agents. Learn more at '<http://www.lotandhome.com>'.

About Kathy Ireland Worldwide

Kathy Ireland Worldwide (KIWW) is the design and marketing firm founded by Life Style Designer Kathy Ireland who is the company's CEO and Chief Designer. KIWW has been in business for twelve years and stays true to its mission statement of "finding solutions for families, especially busy moms."

KIWW turns to design experts in many areas. KIWW Brand Solutions include Acafe by Chef Andre which addresses cooking and entertaining and J du J cultivated by award winning Landscape Designer Nicholas

Walker which speaks to outdoor living and brings the outdoors in. The Quilts of Gee's Bend, another Design Solution, features the rural community of Gee's Bend and its products which are the subject of museum exhibitions worldwide.

Forbes Magazine reports that KIWW is a "design empire which grosses over one billion dollars annually in retail sales." KIWW products include flooring, rugs, furniture, lighting, decorative accessories, window coverings, candles, bedding, mattresses, jewelry, fresh cut flowers, and apparel.

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