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For Immediate Release

Hanley Wood Business Media Launches Advertiser and Marketer Resource Web Site

Washington, D.C. October 3, 2008. Hanley Wood Business Media has launched a new marketing Web site www.hanleywoodbusinessmedia.com. For more than 30 years, Hanley Wood's mission has been to fulfill the information needs of construction professionals and building product manufacturers through an expanding group of products and services across all relevant media. The purpose of the new Web site is to provide a dedicated marketing resource for the residential and commercial construction industry, gathering in one place:



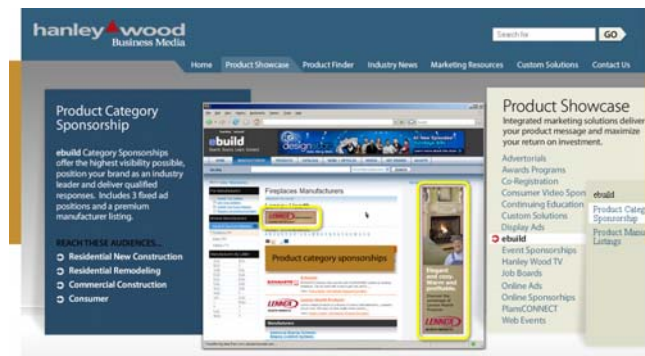
- B-to-B [marketing information](#) from a wide range of sources
- [Construction industry news](#) and blogs from Hanley Wood's Web sites and e-newsletters
- [Industry research](#) from Hanley Wood and other industry sources
- [Product information and demos](#) from Hanley Wood's extensive brand network
- Convenient new [product finder](#) to allow marketers to identify products by audience, brand or product type
- [Webinar series](#) on media marketing
- One-stop connection to Hanley Wood's individual brand media kits

The Web site is a unique tool to help building product manufacturers and advertising agencies integrate content, advertising and audience strategies in order to achieve marketing goals. The site is organized to provide quick and direct access to solutions as well as continually updated marketing and industry information.

“This site underscores Hanley Wood's unwavering commitment to client relationships and our continued focus on being the leading information provider in the construction industry,” says Peter

Goldstone, President, Hanley Wood Business Media. In addition to the Hanley Wood Business Media site, Hanley Wood converted all media kits to e-media for 2009, creating individual sites for each brand.

Features of the Hanley Wood Business Media site include the [construction industry news](#) section, which aggregates news from Hanley Wood's network of Web sites; [marketing updates](#) with RSS feeds from leading business-to-business marketing sources. A product showcase provides [product demos](#) for over 15 Hanley Wood product categories. An interactive [product finder](#) helps determine how to match audience, product and brand. The product demo and the product finder serve as an easy to use guide to our products. Visitors will also find a complete overview of Hanley Wood's media portfolio.



The site also provides customers access to [educational research](#), and Webinars that deliver information, like the [recently released M2 study](#) on how construction professionals use media.

About Hanley Wood

Hanley Wood, LLC, is the premier media and information company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood Business Media** (Washington, D.C.), publishes 36 award-winning residential and commercial construction titles, including BUILDER, REMODELING, CUSTOM HOME, CONCRETE CONSTRUCTION and residential architect. **Hanley Wood Business Media** also offers the construction industry's foremost collection of Web sites, including BUILDER ONLINE, REMODELING ONLINE, and **ebuild**, the comprehensive online guide to building products, as well as the largest collection of house plans online through eplans.com and Dream Home Source.

Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.

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