

FOR IMMEDIATE RELEASE

12/3/2004

Page 1 of 3

**ARIZONA STATE HOME SHOW
January 7, 8, and 9, 2005
TUCSON CONVENTION CENTER**

American Shows Inc., in association with HGTV, GMC, Tile For Less, KGUN TV 9 and KIIM FM 99.5 take pride in announcing the Arizona State Home Show at the Tucson Convention Center. The event takes place on Friday, Saturday, and Sunday, January 7, 8, and 9, 2005.

DEVELOP NEW IDEAS FOR CREATING YOUR DREAM HOME!

With over 500 displays, the Arizona State Home Show is one of the largest home shows held in the Tucson market. It is an event that will generate thousands of ideas and help people create their dream homes. This show will showcase assorted home improvement, décor and entertainment products, as well as services. The event will feature everything for the home, including home improvement, decorating, design, and much more! There will be scores of "How To" demonstrations and seminars by leading experts in the fields of landscaping, remodeling, finance, construction, and more. Improvements for the home will not be the only attraction, as the Arizona State Home Show of 2005 will provide attendees valuable information on health and fitness as well!

GUEST SPEAKERS

Eric Stromer

Eric Stromer knows what women want. In many soaps opera's, the hot handyman that comes to work on your house is just a fantasy. But, who needs the hot handyman to do it for you when that handyman can teach you how to do it yourself? That is just what celebrity contractor and television star, Eric Stromer helps women do – handle home improvement projects, know which tools to have, and more importantly how to use them. He understands the importance of empowering people to understand the art of home improvement. His eye for design, attention to detail, great craftsmanship, and endearing personality has captured the attention of many homeowners, including A-List celebrities. His construction company, Big House Construction, located in Los Angeles, has quickly flourished into a lucrative business. Eric has renovated homes for Mel Gibson, Dylan McDermott and Elijah Wood as well as Sally and Erv Stromer (his own mom and dad!). Today, in addition to running Big House Construction, Eric shows off his craft on TLC's "Clean Sweep". Everyday Eric builds, saws and hammers his way into our hearts - one home at a time.

Joan Kohn

Recently dubbed "Kitchen Goddess" by The Detroit News, Joan Kohn is best known as the host, writer and associate producer of HGTV's *Kitchen Design* and *Bed & Bath Design*, series that were at the Heart of HGTV's primetime schedule for 12 consecutive seasons. Joan has also hosted nearly two dozen HGTV specials, including: *The White House Christmas*; *Designing for History*; *The Madame C.J. Walker Showhouse*; *Christmas at Biltmore Estate*; and the annual *Kitchen & Bath Industry Show*. Joan's first book, *Joan Kohn's It's Your Kitchen: Over 100 Inspirational Kitchens*, now in its second printing, was published in Fall 2003 by Bullfinch Press (Time Warner Book Group) and received strong reviews from critics, book clubs, design experts and readers. A second book, *Joan Kohn's It's Your Bed and Bath*, is scheduled for release fall of 2004 and a third book (on remodeling) is in development.

WIN A \$12,000 OUTDOOR KITCHEN GIVEAWAY!

KGUN TV 9 and KIIM FM 99.5 offer a spectacular outdoor kitchen giveaway! With the skill and expertise of Tile For Less your backyard or patio can get the facelift of a lifetime. Listen to KIIM FM 99.5 or watch KGUN TV 9 for details.

"Just Desserts"

Presented by Master Chef Barry Infuso, Culinary Director of Pima Community College, "Just Desserts" will showcase over a baker's dozen of Arizona's top chefs and restaurants throughout the weekend. They will be offering samples and demonstrating how they prepare some of their most delectable desserts. Each day, starting at noon there will be a different chef or restaurant creating and sharing their know how on some of their favorite sumptuous desserts. Learn from the experts and take that valuable information home with you.

RINCON FARMERS MARKET

Throughout the home show weekend, growers and farmers who provide Tucson with some of the best locally grown produce will be on hand to show and sell the freshest their gardens have to offer.

\$200 IN HOURLY CASH PRIZES/ \$8,000 WINDOW GIVEAWAY

Be one of the lucky show attendees who will win an hourly cash prize. Get some extra money to help with those home upgrades! Century One will also be giving away **\$8000** worth of windows to fill a house!

SENIOR'S DISCOUNT

All seniors aged 62+ who attend the show on Friday receive Buy-One-Get-One-FREE on admission! (Valid Friday only)

GENERAL INFORMATION

American Shows, Inc. is headquartered in Southern California— a Mecca for the country's architectural and interior design industry. With a professional management staff that has worked for several Fortune 500 companies, American Shows Inc. specializes in producing home and garden shows in markets across the entire United States.

HOURS

The event is open to the public on Friday from 12:00PM till 7:00PM, Saturday from 12:00PM till 7:00PM, and on Sunday from 10:00AM till 5:00PM.

TICKETS

Tickets to the event are \$7.00 each (includes TCC user fee). Children 16 and under are admitted free. Discount coupons can be found in the Arizona Daily Star, The Tucson Citizen or by visiting <http://www.americanshowsinc.com>.

SPONSORS

The Arizona State Home Show is sponsored by HGTV, Tile For Less, KGUN TV 9, and KIIM FM 99.5.

SHOW CONTACT

Mr. Bart Ross
American Shows Inc.
4 Via Verde
Rancho Mirage, CA 92270
(800) 690-1993
FAX: (760) 770-8881

PRESS CONTACT

Mr. Alan Beim
Ads that Work
(650) 359-5999
FAX: (650) 359-8345