



## Kudzu and HGTV® are joining forces



We are pleased to announce that Kudzu has signed a major multi-media partnership with HGTV, the nation's #1 home & garden television network and the #1 home & garden website! Starting this week, Kudzu.com will be the exclusive services directory on HGTV.com located under the website's Services tab. Now, HGTV.com users will be able to find your business profile, customer reviews, deals, photos and videos when searching for great service providers on HGTV.com!

What makes this partnership so valuable is that it builds on the strengths of both companies. HGTV's TV programming is a combination of entertaining stories and information that helps educate and inspire homeowners to tackle new home related projects. By the time these viewers come to HGTV.com, many are actively planning a project. Kudzu's strength helps to close the loop by bringing homeowners and great professionals like you together. Kudzu helps the homeowners who have been inspired by great ideas to choose and hire the best contractors to get the project done.

To continue to grow our audience - and increase exposure to your business - Kudzu.com will advertise on some of HGTV's top-rated TV shows such as *House Hunters*, *Holmes on Homes*, *Designed to Sell*, and *Curb Appeal*. HGTV is a Top 10 cable network and is available in 99 million homes.

Some HGTV Fast Facts:

- HGTV ranks #1 in the home & garden category
- HGTV is the only TV network dedicated entirely to home improvement, landscape and interior design
- HGTV has one of the most affluent audiences on cable TV - and highest concentrations of homeowners

More than 14 million homeowners across the country already use Kudzu each year to see who their neighbors recommend, before they hire. We're excited about this new partnership and we look forward to celebrating continued growth and success together.

### Hot Topics

- ▶ [20 Easy Ways to Cross Promote Your Small Business](#)
- ▶ [Five Ways to Get Your Business Up and Running Again](#)
- ▶ [2 out of 3 People use Social Networking - Is Your Small Business There?](#)

### Quick Tip

Offer a free trial of your product or service to new customers. Most people will appreciate the opportunity to try the product, and hopefully many will like it enough to buy it.

### Stellar Review

See what one Kudzu user has to say about [CaLuce Termite Control](#):

#### Chris and Company Really Wowed Us!

Chris Luce of [CaLuce Termite Control](#) just finished an awesome job for us. They were very responsive, knowledgeable, reasonably priced, and did an fantastic job re-building two decks that had been destroyed by wood rot and fungus. They took the time to ensure all wood replaced was fully paint-primed, and didn't skimp on materials. We have new decks that were built to last. I wouldn't hesitate to call on them again. Great value AND quality here!



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