

For Immediate Release

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BUILDER Ranks as the Best Read Publication for the 28th Consecutive Year

Exhibit Surveys, Inc.'s latest Publication Readership Analysis also ranks BUILDER as the "Most Valuable" publication among 2010 NAHB International Builders' Show attendees.

Washington, DC (April 15, 2010)— Exhibit Surveys, Inc. has just released the results of their publication readership study from the 2010 NAHB International Builders' Show in Las Vegas and, for the 28th consecutive year, BUILDER remains the most frequently read publication among home builders attending the show. With a 13% increase in readership over its already high 2009 readership levels, BUILDER reaffirmed its leadership position as the #1 brand serving the home building community and also significantly widened its readership advantage from the prior year over other publications measured in the study. BUILDER now boasts almost 4 times the readership of Reed Business Information's PROFESSIONAL BUILDER, which fell to the #3 most frequently read publication in the study. Exhibit Surveys Inc.'s annual IBS readership study is the only independent, third party study that measures unaided publication recall and readership for the residential construction industry.

Not only did BUILDER top the charts for recall and readership, but also was again ranked as the "Most Valuable Publication for you in your business" among IBS attendees. Additionally, Builderonline.com was ranked the most frequently visited media web site in the survey with audience totals more than double the prior year. "Today, our readers are using multiple media channels for the information, analysis and insight to run their businesses, make product decisions, and build better housing," said Jeff Calore, Publisher, Residential New Construction Group at Hanley Wood Business Media. "Whether it's through the monthly magazine, or 24/7 on Builderonline.com, these results underscore how loyal and engaged home builders are using the BUILDER brand as their preferred information source."

The Exhibit Surveys' report also serves as a powerful planning tool for marketers looking to better understand what media brands best deliver the homebuilder target, including readership duplication analysis, add-on readership, and more.

For more information on the survey, or to request a copy of the results please contact Jeff Calore at jcalore@hanleywood.com. For more information on BUILDER, visit buildermediakit.com.

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 30 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 one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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