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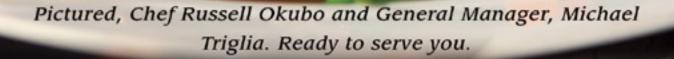
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## Affordable DESIGN Solutions to Freshen Up Any Home

#### FAMILY FEATURES

As the colors, smells and textures begin to turn from one season to the next, many women begin to think about freshening up the inside of their homes. One easy way to update any home is to add a fresh scent that matches the room's décor. Get inspired by the variety of vibrant colors and aromas that each season brings and create an at-home scent experience with Glade Sense & Spray Automatic Freshener. Matching fragrance to the look and style of the room, whether with colorful new throw pillows or a faux flower arrangement, makes updating a room easy and cost-effective.

Interior designer, home trend expert and frequent guest on HGTV Erinn Valencich knows exactly how to make small changes that can have a big impact. "Scent is a fantastic way to make any room feel welcoming and complete without making any major renovations, which can be expensive and permanent," says Valencich. "Families today are searching for easy solutions to revamp their living spaces without breaking the bank, and my customers often don't realize that deécor and scent are closely connected. Discovering a signature fragrance will tremendously add to a room's design by creating a warm and inviting atmosphere," she notes. In order to offer budget-friendly tips that families can use to update their living spaces, Valencich has partnered with Glade Sense & Spray Automatic Freshener. Together, they hope these tips will enhance families' at-home scent experience and show how affordable and easy it can be to update any room by stimulating the senses through color, texture and scent:

- 1. Think outside the box. Look at items purely based on color and see a room in a whole new light. Valencich says painting an accent wall is one of the easiest ways to get a fresh pop of color into a room. To make the room cohesive, pick three accessories in that same color and position them around the room in a triangle pattern. This could be a few new throw pillows on the sofa and a vase on the mantle with a few chic blooms. Coffee table books with jackets in the accent color work great as styling accessories, as well.
- **2.** Bring the outdoors inside. Greenery is often overlooked in a home but really gives a room life. If a live tree is too much of a commitment, incorporate an artificial tree, plant or arrangement. Use a stylish pot and cover it with moss to create an inexpensive accessory.
- **3. Create visual and tactile variety.** Achieve a warm and inviting atmosphere using soft lighting with lamps and dimmers. Also use a variety of textures in the room. If there's a lot of wood in a room already, opt for a side table made from glass and metal materials, and choose upholstered dining chairs instead of using additional wood.
- **4. Don't forget the finishing touch.** If a room looks beautiful but lacks an inviting scent, the effect may fall flat. To bring a room together, don't forget to add fragrance as the finishing touch to home décor with Glade Sense & Spray Automatic Freshener. The newly designed neutral vase blends into any room, and the motion activated sensor provides a signature fragrance to comple- ment the room's design and ambiance.

For more quick and easy tips, visit www.GladeScentandStyle.com.

### Discover Scent Personality with Interior Designer Erinn Valencich

"Having a beautifully scented room encourages guests to linger in the space, relax and enjoy themselves because it is a positive reinforcement of the environment. I like the newly designed Glade Sense & Spray Automatic Freshener because it is dependable and can be incorporated into any room's décor. The neutral colored vase-like design will look nice in any room while keeping the home smelling fresh with a desirable personalized fragrance."

- If a chic décor is a personal favorite, the soft scent of Lavender & Vanilla will complete the room. To achieve this style, mix vintage-inspired fabrics like florals and stripes with worn pieces. For an added touch, try updating drawers and side tables with new knobs for a custom look. Soft slip-covered sofas and chairs add a comfortable and easy-to-care-for element.
- If you're desiring a layered, casual beach-inspired look, Hawaiian Breeze is the perfect scent for a finishing touch. The airy, fruity scent is laid back and reminiscent of an ocean breeze. Mix aged wooden pieces, like a distressed end table topped with several old metal cans holding fresh or artificial flowers. Place this next to a more formal collection of white intricate floral detailed vases. Bring in island influence with bamboo furniture or frames. The mix of old and new, with punches of soft blues and greens, creates a casual elegance.





Find courses For a casual beach-inspired look, mix aged wooden pieces, like a distressed end table, with a more formal collection of white vases with intricate floral detailing, and pair with the Hawaiian Breeze scent.



Bring the outdoors inside. Greenery is often overlooked in a home but really gives a room life. If a live tree is too much of a commitment, incorporate an artificial tree, plant or arrangement.

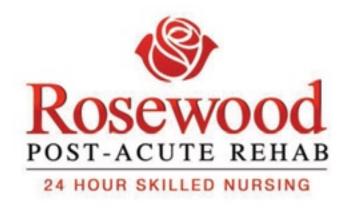




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### A small project with big savings

Family Features – A cost effective and easy-to-install energy savings project could pay back homeowners with significant savings on their home energy bills, according to a new study commissioned by The Dow Chemical Company.

The study found that homeowners save an average of \$50 annually on their energy bills by air sealing gaps, cracks and other exposed areas of the home with an insulating foam sealant. Participants of the study showed a return on investment of their product purchase in as little as four months after application.

The study findings indicate that the expected average one-year return on investment for homes using Great Stuff Pro and Great Stuff Insulating Foam Sealants ranged from 145 percent to 2,374 percent, with savings ranging from \$26 to \$163 depending on application area, cost and quantity of materials.

Project leader Doug Bibee, a 36-year veteran of Dow and member of the company's Building Solutions group, said the project's genesis came from a commonly accepted but undocumented belief regarding energy loss.

"There was this generally recognized notion in our industry that air leakage played a big part in energy losses for a typical home. What we couldn't find any information on was quantifying the energy savings across certain products dealing with air leakage," Bibee said. "We wanted to know how much air leakage was reduced in certain parts of home using a product like Great Stuff<sup>™</sup> Insulating Foam Sealant. It was equally important, however, that products could be used by the average homeowner over the course of a few hours or weekend."

To help homeowners conduct their own study, the Dow team took common leak locations discovered during the weatherization project and created an Air-Seal Audit Checklist. This document helps homeowners navigate and identify their homes' own air loss trouble spots and provides further information on the best remedies.

This weatherization project is part of a larger company initiative to quantify the impact of air sealing and insulating, and to educate homeowners about weatherization practices that help reduce a home's energy consumption.

Photo courtesy Insulating areas of the home that often "leak" warm air in the winter and cool air in the summer – such as doors and windows – can save home owners a significan amount of money on their heating and cooling bills.

Visit http://www.familyfeatures.com/releases/dow.html to learn more and to get an Air-Seal Audit Checklist.

### Resolve to be financially fit in the New Year

StatePoint – The New Year is a time for resolutions, reflection and planning, especially regarding your financial health.

Staying financially fit in tough times can feel like a grueling workout. But like exercise, the benefits of financial fitness are clear and achievable with some foresight and discipline. And some free help from the Internet.

"Sometimes taking the first step toward money management is daunting, with all the books and resources out there. But there are really just three rules to follow," said Aaron Patzer, vice president and general manager of Intuit's personal finance group. "Spend less than you earn, make your money work for you, and avoid the downside."

#### Spend less than you earn

This is the cardinal rule of personal finance, but one of the hardest to implement. Fortunately, there are free tools to assist even the most undisciplined when it comes to budgeting. For example, Mint.com allows users to see all their financial accounts in one place, makes it easy to set and stick to budgets, and helps find ways to save money.

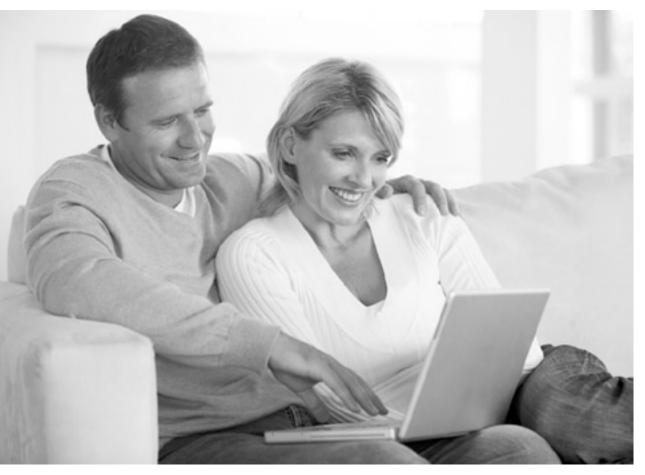
If you don't want to manage money online, try desktop personal finance tools, such as Quicken, which allows you to take control of your daily finances so you can worry less and lead a more balanced financial life. And if you're a complete technophobe, a simple notebook or check register can suffice.

#### Make money work for you

Investing lets your money grow while you sleep. Nowadays, many Americans are dependent on 401k plans for retirement, but not everyone understands what they are, how they work or if they're a good deal. Web sites such as BrightScope.com rate 401k plans and give participants tools to make their plans better.

In addition to a 401K, consider other investments. The Internet can help here, too. For example, Betterment.com helps novice and seasoned investors grow their savings by investing in stocks and bonds. There's no minimum balance, and transfers and trades are free.

Also, optimize all your accounts to maximize money saving opportunities. Make sure you have the best mortgage or loan through services like CreditSesame.com, or use Mint.



com to find the best interest rates on credit cards, CDs and savings accounts. And make sure you're taking advantage of your credit cards' special rewards. Try a service like Billeo.com, which highlights these deals when you're shopping or searching online.

#### Avoid the downside

Even the most disciplined can be thrown by unexpected events, like a serious illness, job loss or natural disaster. While these can dent your wallet, you can minimize damage by being properly insured.

Everyone should have a minimum level of health insurance, even if it's just catastrophic coverage. Homeowners and motorists should make sure their property is covered, and parents should consider life insurance.

Keep these three rules of financial fitness in mind, and 2011 can become a year of personal growth.

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## Super Bowl XLV Party

### February 6th, 2011

#### Our business hours are Monday through Thursday 11 a.m. – 10 p.m. Friday 11 a.m. – 1:30 a.m. Friday Nights Karaoke 9 p.m. – 1:30 a.m. Saturday and Sunday 10 a.m. – 10 p.m.

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