

Information for Ace dealers:

Lou Manfredini, the Mr. Fix-it of NBC's Today Show, HouseSmarts TV Show and USA Weekend Magazine, is the spokesman for Ace. Here's how you can put him to work for your store!



It's the perfect sponsorship opportunity for your store(s) to take advantage of Lou's position as Ace spokesman—and the perfect way for you to expand your share of the **\$181 BILLION** home improvement market utilizing the efficiency of radio.

Each week, this market-exclusive radio station will receive five 30-second segments from Lou with home improvement tips and helpful advice for your listeners.

Those are keys to what we call "content-driven advertising", in which listeners get more than a traditional commercial—they get useful information. And they are more likely to remember who brought it to them!

Your station will add a customized local commercial to Lou's 30-second "HouseSmarts Radio Minutes" to create a powerful

message that brands your store as the place to shop and get help with their questions. (We also provide an Ace Hardware 25-second commercial that can be customized with a "tag" of your store location.)



Lou's monthly appearances on NBC's TODAY SHOW, his own HouseSmarts weekly TV series and regular columns in USA Weekend Magazine help millions of handy (and not-so-handy) men and women. His weekly call-in show on Chicago's WGN Radio helps thousands more. Now he brings the same down-to-earth style and vast knowledge to "Lou Manfredini's HouseSmarts Radio Minutes".

Visit www.lyledean.com to listen to a sample program and talk with your radio station salesperson to get working for your Ace store! It's that easy!

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