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## *This Old House*<sup>®</sup> and *The Money Pit*<sup>®</sup> Announce Multimedia Alliance to Reach Home Improvement Enthusiasts

New York, NY July 21, 2009 - Two of America's top home improvement media brands, *This Old House* and *The Money Pit*, have joined forces in a new multimedia project to help home enthusiasts make the best project and product choices.

Kevin O'Connor, host of the Emmy-winning PBS television series *This Old House*, along with the show's general contractor Tom Silva, plumbing and heating expert Richard Trethewey and landscape contractor Roger Cook, will join *The Money Pit* radio hosts Tom Kraeutler and Leslie Segrete on their show every week for a special *This Old House* segment. Beginning later this month, the content will air across the entire Money Pit Media Radio Network of 200+ radio stations, on XM/Sirius Satellite Radio, as well as via the top rated *Money Pit Podcast* and online at MoneyPit.com and at ThisOldHouse.com.

Leveraging the TV show, *This Old House* magazine, both websites and radio, Money Pit Media and *This Old House* Ventures are offering exclusive sponsorship opportunities around the content.

"*The Money Pit* gives the *This Old House* brand an opportunity to tap into a passionate, dedicated and devoted home improvement audience on radio and via podcasts, while our brand expands the radio program's content offerings and increases audience reach for *The Money Pit* and their sponsors," says Michael Burton, Vice President of *This Old House* Ventures.

Noting that he has been a fan of *This Old House* since it first aired 30 years ago, Kraeutler added "I have tremendous respect for their talent as both home improvement experts and broadcasters, and consider it a privilege to introduce the *This Old House* brand to national radio via our program. This is a great opportunity to bring our collective expertise together on a wide array of home improvement topics that will engage and inspire both do-it-yourselfers and direct-it-yourselfers."

To learn more about sponsorship opportunities for either program, contact Warren Banholzer for Money Pit Media at 212-545-8383, [Warren@MoneyPit.com](mailto:Warren@MoneyPit.com) or Charlie Kammerer for *This Old House* Ventures at 212-522-2076, [charlie\\_kammerer@timeinc.com](mailto:charlie_kammerer@timeinc.com).

**About *The Money Pit*®:** *The Money Pit* is a go-to multimedia consumer resource that delivers home improvement solutions each week to millions of engaged consumers. *The Money Pit* includes a nationally syndicated live call-in home improvement radio show and website, hosted by veteran broadcasters Tom Kraeutler and Leslie Segrete. The show is produced by Squeaky Door Productions, Inc., and airs each week on-line and on-air via over 200 radio stations across the United States including WABC in New York City. Kraeutler and Segrete answer calls from listeners seeking a wide range of home solutions. For more information visit [www.moneypitmedia.com](http://www.moneypitmedia.com).

**About *This Old House*:** *This Old House* is produced by *This Old House* Productions, Inc., for *This Old House* Ventures, Inc., and is presented on PBS by WGBH Boston. Vice President of Television Operations is Michael Burton. Senior producer and director is David Vos and senior series producer is Deborah Hood. Series creator is Russell Morash. Funding is provided by State Farm Insurance Companies. *This Old House* is the No. 1 multimedia home enthusiast brand, offering trusted information and expert advice through award-winning television, a highly regarded magazine and an information-driven Web site. *This Old House* Ventures, Inc., is a business of Time Inc., which is a wholly owned subsidiary of Time Warner.

**About WGBH:** WGBH Boston is America's preeminent public broadcasting producer, the source of fully one-third of PBS's primetime lineup, along with some of public television's best-known lifestyle shows and children's programs and many public radio favorites. For more information, visit [www.wgbh.org](http://www.wgbh.org).

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