



*** For immediate release ****

DESIGN BASICS SEEKING APPLICANTS FOR NATIONAL ADVISORY PANEL

(Omaha, NE, January 3, 2007) – Design Basics of Omaha, NE, one of the country’s leading experts in woman-centric marketing, announces today the open call for applications for the newly formed Woman-Centric Matterssm National Advisory Panel. The request for applicants is going all across the US in an effort to obtain a cross-section of American women who can offer regular input and advice. Design Basics anticipates the Woman-Centric Matterssm National Advisory Panel will help transform and define the practices and offerings of Design Basics, as well as enhance the educational component of Woman-Centric Matterssm, a licensing program and educational platform for the building industry and other businesses that want to tap into the tremendous buying power of women. Those interested in learning more about the Woman-Centric Matterssm National Advisory Panel or wishing to receive an application can contact Linda Reimer at Woman-Centric Matterssm at 800-947-7526.

About Woman-Centric Matterssm :

WHAT

Woman-Centric Matterssm, a division of Design Basics, is a unique licensing program and education platform that teaches businesses how to become remarkable by transforming their attitudes and practices based on the woman’s perspective. Support for licensees includes specialized training, protected territory, custom branding opportunities, print marketing materials, custom editions of Her Home magazine, advertising and signage, customer satisfaction surveys, home plan redesigns, and new home plans using Livability at a Glance™, Design Basics method of developing home plans that address the four main lenses through which women evaluate homes.

When asked if this is an extension of the feminist movement, company president, Linda Reimer, gives an emphatic “no”, and points out that there has been plenty of positive feedback from men too. Reimer says, “There’s no hidden agenda here. It’s about being smart. When home plans reflect a woman’s perspective, or really when any business is conducted with a woman’s point of view in mind, it just makes sense. So it’s no surprise that men appreciate a woman-centric approach too.”

WHEN

It all began in mid-air on a flight back to Omaha in January 2003. Reimer, was reading an article in Forbes magazine about the impact of female consumers. Reading that article was what Reimer calls her “ah ha moment”. She reasoned that if females are making most of the purchases, then that includes homes. Women were the target market for home builders, and therefore, must be the target market for Design Basics. It was a revolutionary thought, transforming the company.

WHY

Female buyers directly purchase or have a controlling influence in the purchase of 91% of all new homes (Smith-Dahmer Associates, NAHB IBS) and make 83% of all consumer purchases (Business Week).

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WHO and WHERE

Woman-Centric Matterssm currently has over 30 licensees in the following markets: Omaha, NE, Yuma, AZ, Colchester, CT, Manchester, CT, Jacksonville, FL, Kellogg, IA, Deer Creek, IL, Greenfield, IN, Merrillville, IN, McPherson, KS, Huntington, MA, Berrien Springs, MI, Grand Rapids / Grandville, MI, Detroit / Ann Arbor, MI, Saginaw, MI, Linn Creek, MO, Asheville, NC, Charlotte, NC, Raleigh-Durham, NC, Kearney, NE, Akron, OH, Canton, OH, New Castle, PA, and Washington, UT

About Design Basics:

Design Basics, the nation's largest home plan design service to the building industry, designs and markets plans for single-family homes through catalogs, newsstand magazines and home building industry publications.

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