



## **HOME BEAUTIFUL AND CHANNEL SEVEN'S HOUSE RULES LAUNCH NEW APP: HOME LOVE**



### **INSPIRATION TO CREATE THE HOME YOU LOVE NOW AT YOUR FINGERTIPS.**

Monday 5<sup>th</sup> May, 2014: *Home Beautiful* has today launched the 'Home Love' app in conjunction with Season 2 of *Channel Seven's House Rules*.

The official *Home Beautiful* app featuring *Channel Seven's House Rules* keeps fans up-to-date with the *House Rules'* renovations and allows them to view and collate their favourite images from the show and create their own inspirational moodboards.

The *Home Love* app, links images of sponsors' products, both as used in *House Rules*, and from its own library, directly to its website for immediate purchase; the products can be delivered directly to homes, across Australia. Freedom has taken up the unique opportunity of the gold sponsorship package for the app at launch.

The app also features over a thousand of *Home Beautiful's* most inspirational images from kitchens and bathrooms to every room in between, and includes various decorating styles to help users design the ultimate space.

*Home Beautiful*, Editor, Wendy Moore says, "We are really excited to launch such a valuable and personalised app that offers a unique and interactive way for our readers to engage with our magazine, and have a new benefit from our quality, Australian content."

"The app is free and serves as a valuable resource for all those in need of a little inspiration when building their dream home. No longer just a dream though, the app provides an entirely new opportunity for companies to become part of the path to purchase, with the ability for sponsors to connect their products directly from the app to their e-commerce sites for delivery straight to the user's homes."

Karen Deveson, Publisher, *Homes and Health* adds, "Pacific Magazines is committed to delivering new and innovative brand offerings to our readers and advertisers which complement our existing print and online offerings."

"As the market evolves in the digital space, our multi-platform integration continues to put us at the forefront and allows us to tap into new audiences on a global scale."

Executive Producer of *House Rules* Maxine Gray says, "You see on the show what a great tool the app is for our contestants, and now it's available for anyone who loves home renovation".

"By having the content from our show available on iPad and iPhone, we hope to inspire fans to create a home they love beyond the series."

The *Home Beautiful's Home Love* app is available on both iPad and iPhone including android, and is available for free download from the App Store: <http://www.homeloveapp.com.au/>

*Ends.*

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