

# News Release

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**FOR IMMEDIATE RELEASE**

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## **WINDOW WORLD COMMITS TO FEATURED SPONSOR PARTNERSHIP WITH DIY NETWORK FOR BLOG CABIN 2014**

**NORTH WILKESBORO, N.C.** — Window World®, America's largest replacement window and home remodeling company, has officially committed to a "Featured Sponsor" partnership with the DIY Network for the Blog Cabin 2014. This is the second year of Window World's involvement with the Blog Cabin and its first participating at the highest partnership level of Featured Sponsor.

This year's Blog Cabin, located in Winter Haven, Fla. and built in the 1920s, sits on a stunning five-acre waterfront lot on Lake Hamilton. The lucky recipient of this soon-to-be gorgeous home will be able to take advantage of a true lakefront-living lifestyle.

The Featured Sponsorship gives viewers the chance to vote on which Window World products will be added to the DIY Blog Cabin, empowering them to interact with the show. "The Blog Cabin format is truly revolutionizing the home-makeover show experience, not only allowing individuals to view an entire home remodel from beginning to end, but providing them the opportunity to add their own influence to the design process, thus giving participating retailers like Window World the chance to really collaborate with potential future customers. We can't wait." said Todd Woods, Director, Marketing & Market Development.

The new season of DIY's Blog Cabin is set to premiere in July of 2014, with online voting on product, design and layout options to begin on Jan. 7, 2014. Window World encourages fans to visit [DIYNetwork.com/BlogCabin](http://DIYNetwork.com/BlogCabin) for more information on the upcoming season, and to vote on which Window World product will become a permanent part of the Blog Cabin 2014. Voting will close on Jan. 20, 2014.

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### **About Window World, Inc.®**

Window World, Inc.®, headquartered in North Wilkesboro, N.C., is America's largest replacement window and home remodeling company with stores and offices in more than 200 cities nationwide. Founded in 1995 and led by CEO Tammy Whitworth, the company supplies windows, siding and doors to

consumers through its network of stores. Window World is an ENERGY STAR® retail partner and its window products have earned the Good Housekeeping Seal for six consecutive years. In 2013, it ranked “Highest in Customer Satisfaction with Windows and Doors in a Tie” by J.D. Power. Additionally, through its charitable foundation Window World Cares®, the Window World family provides funding for St. Jude Children’s Research Hospital® and was named New Corporate Partner of the Year in 2010. Window World, Inc. also supports the Veterans Airlift Command, a non-profit organization that facilitates free air transportation to wounded warriors, veterans and their families. For more information about Window World, visit [www.WindowWorld.com](http://www.WindowWorld.com) or call 1-800 NEXT WINDOW.