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GOOD HOUSEKEEPING RECOGNIZES BEST NEW PRODUCTS OF 2008 WITH 13th ANNUAL GOOD BUY AWARDS

***Editor-in-Chief Rosemary Ellis Hosts Awards
at the Hearst Tower on Thursday, December 6th***

NEW YORK, NY (December 7, 2007) – *Good Housekeeping* announced the winners of its 13th annual Good Buy Awards last night at the Good Housekeeping Research Institute in New York. Editor-in-Chief Rosemary Ellis presented awards to eight new products including a hair-color remover, a vacuum cleaner that kills bacteria and viruses and an oven that neutralizes cooking odors. The Good Buy Award winners will appear in the January 2008 issue of *Good Housekeeping*, on newsstands December 11, 2007.

“Each product selected to receive a Good Buy Award was chosen for its innovation and ability to make our readers’ lives easier and safer,” said Ellis. “From an electrical outlet that adjusts to accommodate large plugs to an airplane seat safety system for young children, these are the year’s most inventive products for families and the women who run them.”

The Good Housekeeping Research Institute – the magazine’s famed consumer product testing laboratory – selected the winners based on their ingenuity, value and exceptional performance. Each Good Buy Award product must meet the following criteria:

- Satisfy a well-established household need
- Be innovative in technology or design
- Be affordable to consumers
- Perform well in Good Housekeeping Research Institute evaluations

“At the Good Housekeeping Research Institute we evaluate thousands of products each year and our eight winners stand out for the creative ways they solve everyday problems in family's lives,” said Miriam Arond, Director, Good Housekeeping Research Institute. “As advancements are made in consumer products, the selection process becomes more and more exciting each year. We’re proud to include the 2008 winners to our list of honorees.”

The recipients of the 2008 *Good Housekeeping* Good Buy Awards are:

- **Developlus Color Oops Hair Color Remover:** You tried to darken your hair color and the results made you scream. Color Oops Hair Color Remover is an at-home potion that removes permanent and semi hair dye in 20 minutes without damaging ammonia or peroxide. Price: \$13.
- **Kids Fly Safe CARES Child Aviation Restraint System:** Strap your child in safely on an airplane without increasing your carry-on load by bringing a car seat. The harness is for kids ages 1 to 4 who are 22 to 44 pounds and loops over the top of the child’s plane seat and connects to the safety belt. Price: \$75.
- **Sears Kenmore & Kenmore Elite Electric Ranges with AirGuard Feature:** The AirGuard removes nearly all the odors and smoke that self-cleaning generates, as well as the odors from everyday cooking. Even when the Good Housekeeping Research Institute staffers deliberately scorched a pizza, there was virtually no smell. During everyday baking, the AirGuard can be turned on to mask strong smells like tuna casserole or turned off, so you can enjoy the aroma of the chocolate chip cookies you’re baking. Price: \$750 to \$2,150.

- **Applica Clear2O Home Water Filtration System:** It took *Good Housekeeping* testers only 30 seconds to fill the large water pitcher, and its pressurized carbon filter sifted out impurities at nearly the same rate that the water flowed from the faucet. And, with no top compartment, it holds 50 percent more water than old pitchers. Price: \$20.
- **Louisville Bedding FireDefender Sleep System:** There are more than 20,000 mattress fires a year – and they’re the leading cause of death from fire in children under five. U.S. law now requires that all mattresses sold be flame-retardant. But instead of replacing your mattress, replace the mattress cover with the FireDefender Sleep System, which slows burning time to 30 minutes, creating a window for your family to escape. Price: \$120 to \$200.
- **Halo Company UVX and UV-ST Ultraviolet Vacuums:** Even after a good vacuuming, carpets still contain bacteria, viruses, and dust mites that cling to the fibers – until they encounter the Halo Ultraviolet Vacuum. As the vacuum passes over the floor, an ultraviolet light instantly kills invisible visitors, allowing the whole family to breathe easier. You don’t have to worry about exposing yourself or the kids to UV rays: if the Halo isn’t standing upright, flush with the floor, the light won’t turn on. Price: \$399 to \$499.
- **SC Johnson Shout Advanced Gel:** This product gets out stubborn set-in stains on clothing that have gone through the washer and dryer. Shout Advanced Gel works even if you don’t apply it for days after doing the laundry. Price: \$3.79.
- **360 Electrical Rotating Duplex Outlet:** An annoyance of modern life: trying to fit two big, clunky chargers in the same outlet. The Rotating Duplex Outlet has swiveling sockets to accommodate oversized plugs. Price: \$10.

ABOUT GOOD HOUSEKEEPING

Founded in 1885, *Good Housekeeping* (www.goodhousekeeping.com) magazine reaches 26 million readers each month. In addition to the print title, there is The Good Housekeeping Research Institute, the consumer product evaluation laboratory of *Good Housekeeping* magazine. Founded in 1900 and continuing today with the same mission, the Research Institute is dedicated to improving the lives of consumers and their families through education and product evaluation. Only products evaluated by the Good Housekeeping Research Institute can be accepted for advertising in the magazine. After rigorous testing, certain products earn the Good Housekeeping Seal, the hallmark that provides assurance to readers that the products advertised in the magazine are backed by a two-year limited warranty against being defective, with specified exceptions.

Readers can also interact with the brand on the digital front through its website and with *Good Housekeeping* mobile (m.goodhousekeeping.com).

In addition to its U.S. flagship, *Good Housekeeping* publishes 15 editions around the world. Hearst Magazines is a unit of Hearst Corporation (www.hearst.com) and one of the world’s largest publishers of monthly magazines, with nearly 200 editions around the world, including 19 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (74.1 million total adults, according to MRI, spring 07).

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