



## **'HGTV DESIGN STAR' FANS WILL VOTE FOR WINNER OF ONLINE SERIES**

New York, N.Y. [For Immediate Release—May 1, 2012] HGTV.com will again host the popular Fan Favorite vote as part of *HGTV Design Star*'s seventh season, premiering on Tuesday, May 29, at 9 p.m. ET/PT. Beginning today, visitors to [HGTV.com/designstar](http://HGTV.com/designstar) have the opportunity to vote for their favorite designer—one of whom who will win their own online video series.

Visitors to HGTV.com can get their first peek at what's new this season. Fans will find bios and design portfolios for the contestants, host and mentor David Bromstad, and judges Genevieve Gorder and Vern Yip. Visitors also can chat with other fans, follow the latest show developments and watch full episodes from previous seasons.

Following the series premiere, fans can go to the *HGTV Design Star* blog to see recaps, trivia, bonus photos and weekly vlogs by David and last season's winner Meg Caswell.

The HGTV.com experience will unfold as follows:

### **Tuesday, May 1, 2012 —Meet the Finalists and Vote for Fan Favorite**

- **The Designers:** Online visitors can learn more about the competitors by reading the bios and design philosophies of each finalist, as well as view photos of their work.
- **Fan Favorite:** Visitors will determine which finalist is the Fan Favorite via an online vote. The favorite designer will win his or her own video series on HGTV.com. Voting is active from 9 a.m. ET on Tuesday, May 1, to 12 p.m. ET on Friday, July 27. Viewers will have the opportunity to cast their vote at [HGTV.com/designstar](http://HGTV.com/designstar) up to 10 times daily.
- **Full Episodes:** Episodes from previous seasons will be available on the show page. In addition, full episodes from this season will be available the day after the show airs.
- **Past Winners' Series:** The site will offer links to photo galleries of *Secrets From A Stylist* starring Emily Henderson, *Color Splash* with David Bromstad, *Meg's Great Rooms* featuring Meg Caswell, *DanMade* by Fan Favorite Dan Faires and video design tips from last season's fan favorite Kellie Clements.
- **Social Networking:** Fans can participate in the *HGTV Design Star* conversation on Facebook and Twitter by visiting [Facebook.com/hgtv](http://Facebook.com/hgtv) and [Twitter.com/hgtv](http://Twitter.com/hgtv).

## Tuesday, May 29, 2012 —Series Premiere

- **HGTV Design Star Blog:** Online visitors can chat with each other and *HGTV Design Star* editor Liz Gray. They'll get the latest series developments, including recaps, sneak peeks and extended exit videos from eliminated finalists. HGTV.com will offer fresh weekly updates through the series finale on Tuesday, July 24.
- **David Bromstad Vlog:** Each week, the designer and former *HGTV Design Star* champion will post a video blog from the insider's perspective in which he comments on his role as a mentor, the finalists' designs and the drama from the previous night's episode.
- **Meg Caswell Vlog:** The designer and season six winner will post a weekly video blog that recaps her reactions to the designs and the excitement of the competition.
- **Photo Galleries:** Fans can view photo galleries of each finalist's room designs.

## Week of July 23, 2012 —Season Finale and Beyond

- Prior to the finale episode, airing on Tuesday, July 24, visitors can watch special videos that highlight the journey of the last two finalists.
- The next day, HGTV.com will celebrate the new HGTV Design Star with special videos, including the season's best moments.

### About HGTV

America's leading home and lifestyle brand, HGTV features a top-rated cable network that is distributed to more than 99 million U.S. households and the HGTV website, [HGTV.com](http://www.hgtv.com), the nation's leading online home-and-garden destination that attracts an average of four million unique visitors per month. The brand also includes the HGTV HOME consumer products line which showcases exclusive collections of paint, flooring, soft goods and other home-oriented products, as well as *HGTV Magazine*, a new home and lifestyle publication published in partnership with Hearst Magazines.

### About HGTV.com

HGTV.com (<http://www.hgtv.com>) is America's leading home and garden web site and is a leading source for home-related media content. The site, which attracts more than 4 million people each month, features industry-leading content, including information about HGTV's on-air programs and award-winning articles, videos and tips on any home topic from interior decorating to gardening to holiday celebrations. The site also features the HGTV Market Place, an online shopping experience that allows users to buy things they love from their favorite shows. Site visitors also can interact with HGTV.com through the site's message boards, blogs, Facebook and Twitter.

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Contacts:

Amy Hammontree, HGTV  
865-560-4639 / [ahammontree@hgtv.com](mailto:ahammontree@hgtv.com)

Marisa Van Brunt, Rogers & Cowan  
212.445.8444 / [mvanbrunt@rogersandcowan.com](mailto:mvanbrunt@rogersandcowan.com)