

Claire Lester
Hanley Wood Exhibitions
clester@hanleywood.com
972.536.6395

HANDS-ON DEMONSTRATIONS TAKE THE LEAD IN TOOL ALLEY

August 15, 2007, Dallas, TX – The Remodeling Show will debut *Tool Alley* at the 2007 event being held October 10 – 12 at the Mandalay Bay Convention Center in Las Vegas, Nevada. Created to meet the ever-increasing demand of the tool-driven remodeling industry, *Tool Alley* will be an area on the show floor featuring top manufacturers in an interactive setting. Owned and produced by Hanley Wood, the Remodeling Show is officially sponsored by NAHB, NAHB Remodelers and REMODELING Magazine.

For exhibitors and attendees, *Tool Alley* introduces a new element to the show in demand by both groups. “Attendees of the Remodeling Show expressed a large interest in having the ability to test new tools at the show to determine what they need to buy for the upcoming year,” said Amy Allen, Senior Show Manager for the Remodeling Show. “Many exhibitors were looking for an opportunity to show attendees the benefits of their product. When you combine the two needs, creating *Tool Alley* seemed like the perfect solution.”

Located in the middle of the show floor, *Tool Alley* will feature 2,200 square feet of exhibit space and will be occupied by exhibitors giving live demonstrations of their products. Attendees will have an opportunity to try out tools in a hands-on environment much as they would on the jobsite. “Attendees can expect to see numerous manufacturers in a lively, job-like setting where they not only are encouraged to touch the tools, but to test drive the products as well,” said Allen.

For exhibitors, *Tool Alley* is the perfect chance to show attendees, through demonstrations, how their product will improve business and how their tool is a “must have” for the job site. For 2007, remodelers can expect to see the following in this unique area:

Stiletto Tools is bringing a little competition to the *Tool Alley* by hosting a Nail Driving Contest in their booth. Not only can attendees bring any opponent to the Nail Driving Contest, Stiletto is offering a chance for remodelers to win a Stiletto™ TiBone Titanium hammer. The action kicks off in the Stiletto's Booth 7102.

T-Brace will demonstrate their product by using a vertical 2x6 brace underneath the 2x10 so remodelers can create a safer, longer more rigid walking board. The T-braces product will be in booth 8109 to show customers.

Big Foot Saws, located in booth 6107, will demonstrate a saw adapter made for the framer by a framer. Attendees will see how the adapter can cut 4x material in one pass.

Big Foot will also display layout tools that help improve speed and accuracy, creating a more timely and cost efficient job site.

Additional participants in *Tool Alley* include Paslode, Irbine, Direct Sales Ltd. and Starborn Industries among others. With so much interest and need generated by the remodeling industry, *Tool Alley* is sure to be a hot area at the 2007 show. Tools are a vital part of the remodeling industry and *Tool Alley* is the perfect forum for debate and hands-on interaction. "Craftsmen, remodelers and custom home builders rely on their tools to get the job done and done right," said Allen.

For more information on *Tool Alley* and other events at the Remodeling Show, please call 800.681.6970 or visit www.TheRemodelingShow.com. Registration for the 2007 show is now available online.

About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas) conducts 18 trade shows, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.