



SEVEN AND HOME BEAUTIFUL LAUNCH HOUSE RULES APP POWERED BY HOME BEAUTIFUL

House Rules, in partnership with *Home Beautiful* magazine, has launched its first app to coincide with the launch of Series 3. The '*House Rules, powered by Home Beautiful*' app is an extension of the already successful *Home Beautiful* app, *Home Love*, and will include content from the television show and from the magazine.

"Following the success of the *Home Love* app and *House Rules*, we have designed exciting new features - allowing more interaction with the television show, more functionality around viewing and building mood boards, sharing content on social media and generally growing the overall capabilities" says Wendy Moore, Editor of *Home Beautiful* and *House Rules* judge.

Users will be able to stay up-to-date with the *House Rules* renovations by allowing them to view and collate their favourite images from the show, create their own inspirational moodboards and shop their favourite looks – straight from the app. The app will also feature thousands of *Home Beautiful's* most inspirational images from kitchens and bathrooms to every room in between, including various decorating styles to help design that ultimate space.

"Whether you're currently renovating, researching, constantly decorating, or just a huge fan of *House Rules* this app will undoubtedly be a source of wonderful inspiration. This is a truly unique way for viewers and readers to interact and engage with both *House Rules* and the *Home Beautiful* magazine experience" says Rikkie Proost, Executive Producer of Reality, Channel 7.

"The *House Rules, powered by Home Beautiful* app, confirms the strong synergy between the two brands and the unique position we have in the market. The evolution of this amazing app promises to be even bigger, and more engaging, than the record breaking results we have already seen", says Wendy Moore.

The *House Rules* app is available to download free from the Apple Store and Google Play today!

<https://itunes.apple.com/au/app/home-love-by-home-beautiful/id838813633?mt=8>

<https://play.google.com/store/apps/details?id=au.com.homeloveapp&hl=en>

Interviews available with Home Beautiful Editor and House Rules judge, Wendy Moore & Executive Producer of Reality, Rikkie Proost.

For further information, images, or to arrange an interview, please contact:

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