

LIBERTY HARDWARE

MANUFACTURING CORPORATION

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“Young House Love” Launched New Home Décor Product Line with Liberty Hardware

Winston-Salem, N.C., March 17, 2014 – A trendy teal octopus, a whimsical bee, and a charming Chihuahua are just a few highlights of a new home décor collection by the popular Young House Love bloggers (www.younghouselove.com) and best-selling authors, John and Sherry Petersik, in partnership with Liberty Hardware Manufacturing Corporation. The ‘Young House Love’ weekend projects décor product line is now exclusively available at Target.com and will be at most Target stores across the United States on March 30th.

“There aren’t words in the English language to adequately capture how excited we are about this collection,” said the Petersiks. “We set out to create designs that were meaningful, functional, chic, and a little bit cheeky. So from the vintage-doorknob inspired wall hooks to the quirky Chihuahua leash hook, we’re thrilled that people can add personality and a big dose of happy to any room in their home.”

Liberty Hardware, a subsidiary of Masco Corporation, and the Petersiks, who started their DIY blog in 2007, first brainstormed this project about two years ago. “John and Sherry are the epitome of true DIY enthusiasts. They have opened up their homes via their blog to millions of people in order to teach and inspire with their fun, real and often funny take on DIY projects,” said Amy Tagle, Sr. Product Manager at Liberty Hardware. “Our Chicago-based design team worked with John and Sherry on every piece, hand-crafting each original prototype to create this fabulous line. We are excited about this collaboration and look forward to more projects with John and Sherry.”

The Young House Love product line is stylish wall hardware priced at \$14.99 or less and includes a variety of hooks, key rails, hook rails and an exclusive paperback version of the Petersik's New York Times bestselling book, "Young House Love: 243 Ways to Paint, Craft, Update & Show Your Home Some Love."

"The products are designed for loyal followers of the Young House Love blog or those who are just looking for something unique," said Tagle. "Consumers who are looking for something totally different will find this collection has something for them and at an affordable price."

The whimsical hooks include a vintage doorknob inspired design and several animal shaped hooks, each with a personal connection to the Petersiks which is told on each product's packaging. The couple's frequently featured Chihuahua named Burger has his own hook prominently displaying the side view of the affable little dog.

For those consumers wanting to try their hand at making something customizable, the Young House Love line includes a build your own hook rail that can be painted, stained or découpaged. A selection of complementary hooks is available in white and cocoa bronze finishes.

The Young House Love collection by Liberty Hardware is scheduled to be in stores and online through July 5, 2014. Visit www.target.com to see the full collection.

About Liberty Hardware

Since 1942, [Liberty Hardware Manufacturing Corporation](http://www.libertyhardware.com) has built its reputation by offering high quality decorative and functional hardware products at an exceptional value. The company proudly offers its extensive line of hardware products through fine retail outlets and original equipment manufacturer (OEM) distribution channels across the country.

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