



Report Card Feedback Form

At the end of each of their stays at the Green House, editors were provided with a Green House report card. We asked editors to rate how all the products performed in their intended activity or share with us their insights about the green house program and experiences. Additionally, we created an area on the card where editors could include their immediate product requests.

We hope you find this information useful. We will conduct one round of follow-up for all Green House companies and follow-up on any sample requests. Each editor will be provided with your contact information, however we encourage you to use the editor contact list and connect with the editors immediately while the experience is fresh in their minds to ensure product coverage and brand awareness.

QuickTime™ and a
decompressor
are needed to see this picture.

FLOBEDS

Overall Performance Rating: 20 out of 20 editors felt The FloBeds exceeded their expectations. It was one of the only products to hit 100% in exceeding expectations.

Editors were constantly talking about their flobed experience. Many of them proclaimed it was the best night sleep they had ever had.

"The beds were amazing. Everyone should have one" - **Cristina DeOliviera-American Spa**

"As a mom, sleep is critical. Not sure if it was the Vermont air or the flo beds but have to believe the combination of both allowed me to get one of my best nights sleep" - **Victoria Pericone-Saavy Mommy**

Media Coverage: The following is a list of the publications that expressed interest in covering in the next few months:

Love Tomorrow Today
Mother Nature Network
Daily Green
Saavy Mommy
Time
Shape
Away.Com
Eco-Stillette

Program Value: The Green House reached out to more than 20 editors. In all 20 surveys, the feedback was overwhelmingly positive both about the products and the green house concept. Many of the editors felt the educational piece was essential to the future success of the home and recommended that going forward we incorporate more challenges for the editors like packing less, use less fuel for your travel, don't bring a blow dryer, etc.

CBC is already working on plans for developing the 2010 Green House. The editor's feedback and yours is extremely important to us and allows us to create more effective programs year after year.