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LESS IS MORE ON style's NEW REALITY SERIES *CLEAN HOUSE*

Clean House Features Comedian Niecy Nash as the Host as well as an Expert Design Team Comprised of Designer, Michael Moloney, Organizational Expert, Linda Koopersmith and Antique Guy and Yard Sale and, Allen Lee Haff.

This New Lifestyle Series Debuts Wednesday, September 3 at 10:00 p.m. ET/PT

LOS ANGELES, CA – August 11, 2003 – Do you have trouble parting with “stuff?” Is every horizontal surface in your home covered with old magazines, books and papers? Does your hand me down furniture own you, rather than the other way around? If you wanted to throw stuff away would you know where to even start?

It's time to toss the tchotchkies, move the magazines, and fling the furniture! **style** is helping families break the emotional bonds with their possessions and transform piles into paradise in its new series *Clean House*. Debuting Wednesday, September 3 at 10:00 p.m. ET/PT, *Clean House* comes to the rescue of clutter-ridden households as they set out to free themselves from decorative excess. Join host Niecy Nash as she teams up with the *Clean House* experts, Michael Moloney, *The Designer*, Linda Koopersmith, *The Organizer*, and Allen Lee Haff, *Antique and Yard Sale Guy* to give families an emotional lift with the spring cleaning of a lifetime.

In the space of a TV hour, Nash and the team wade through the homeowners' personal possessions and lead them on a path out of their forest of clutter. Offending items are put on the block at a yard sale, and the profits go to finance the much needed home makeover. While the lure of a stylish new design is enticing, it's not always enough to convince these hoarders to let go of their hodgepodge of mementoes. But, everyone has a price and *Clean House* is not above a little bribery to find it! You'll have to tune in to find out what it takes to make these families see that less really is more. *Clean House* further sweetens the pot by matching the remodeling funds raised at the yard sale by up to \$1000. The packrats are then sent away for a night to a nearby hotel while professional teams make the transformation is complete. You'll be swept up in the excitement as the families are welcomed back to their new clutter free functional and stylish abode.

"*Clean House* tackles the emotional part of home design. Who is the boss, you or your stuff?" said Stephen Schwartz, senior vice president, programming **style**. "The average family's time is as limited and as precious as their living space. *Clean House* shows people that by simplifying their surroundings and implementing easy organizational elements, they can make the most of both time and space without sacrificing style. The series also features compelling stories, interesting characters, with a little drama thrown into the mix."

Clean House is part of **style's** new program philosophy, which encourages people to explore and celebrate their individual style in all aspects of their lives.

Based in Los Angeles, **E! Networks** is the world's largest producer and distributor of entertainment news and lifestyle-related programming. The company operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment; **Style**, the 24-hour network devoted to *the way you live your life* **E! Online**, located at Eonline.com. E! is currently available to 80 million cable and direct broadcast satellite subscribers in the U.S. **Style** currently counts 32 million subscribers with commitments to reach over 40 million in 2004. E! Online, the #1 entertainment news and celebrity gossip Website, reaches 6 million monthly unique U.S. adult users.

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