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DreamMaker Bath & Kitchen Partners With Ellen Cheever to Design Signature Showrooms

WACO, Texas (Nov. 13, 2007) — DreamMaker Bath & Kitchen by Worldwide[®], Inc., a national leader in home remodeling, has retained nationally-recognized author, speaker and award-winning designer Ellen Cheever to create a standardized showroom model for the company.

“Ellen is one of the best designers in our industry and her work for DreamMaker will speak volumes for our brand,” said Doug Dwyer, president and chief stewarding officer of DreamMaker Bath & Kitchen.

Cheever is a Certified Master Kitchen and Bath Designer (CMKBD), a member of the American Society of Interior Designers (ASID) and a member of the National Kitchen and Bath Hall of Fame. Author of several books, including *Beyond The Basics: Advanced Kitchen Design and The Basics of Bathroom Design and Beyond*, she has championed the industry for more than 33 years.

In her consulting role with DreamMaker Bath & Kitchen, Cheever is currently working with franchisees that are in the showroom design process in order to gather information for the larger task of creating a showroom model. These showrooms will serve as prototypes for the franchise, leading to a series of design modules that can be used for new franchise locations or to update existing DreamMaker Bath & Kitchen showrooms.

About DreamMaker Bath & Kitchen:

Based in Waco, Texas, DreamMaker Bath & Kitchen by Worldwide has approximately 105 independently owned and operated franchises nationwide. The company is a member of the National Kitchen and Bath Association, the National Association of the Remodeling Industry, the Remodelers Council of the National Association of Home Builders and the International Franchise Association. For more information, please call DreamMaker Bath & Kitchen at 800-583-9099, or visit www.DreamMaker-remodel.com.

About Ellen Cheever & Associates:

Ellen Cheever, CMKBD, ASID, is an author and marketing specialist whose practical, yet innovative design solutions have helped shape the North American kitchen industry over the past 33 years. Ellen and her associates design retail showroom spaces, major trade show exhibits and editorial sets. The team also provides in-house sales and design training for a select group of corporate clients. As the author of 15 books and technical manuals covering the details of kitchen and bathroom planning standards, Ellen individually, or in collaboration with one of her respected associates writes and speaks about emerging design trends and ergonomic planning standards both domestically and internationally. For more information, visit ellencheever.com

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