

January 14, 2014



Photo Release -- Lowe's Selects Porch.com to Simplify the Search for Home Professionals

Porch.com, a Data Driven Home Improvement Network, Coming to Lowe's Stores Across the United States, Beginning in North and South Carolina and the Seattle Area

MOORESVILLE, N.C., Jan. 14, 2014 (GLOBE NEWSWIRE) -- Today, [Lowe's](#) and [Porch.com](http://porch.com) (<http://porch.com>) announced a strategic partnership to connect consumers with experienced home improvement professionals for nearly any project outside of Lowe's current installation services, and help pros increase their exposure to consumers seeking their services. The partnership is being introduced at Lowe's stores, beginning with 139 stores in North and South Carolina and the Seattle area.

Photos accompanying this release are available at <https://www.globenewswire.com/newsroom/prs/?pkgid=23032>

<https://www.globenewswire.com/newsroom/prs/?pkgid=23033>

<https://www.globenewswire.com/newsroom/prs/?pkgid=23034>

Whether homeowners find particular home improvement projects too complex or simply have constraints on time, they often turn to pros to complete jobs. Historically it has been difficult to know which pros are right for the job. Homeowners find it necessary to use paid services, rely on word-of-mouth, or make an uneducated guess on where to begin. Now, with insights from its vast network, Porch helps homeowners find the right pro based on who their neighbors and friends have used and endorsed.

"Working with Porch is another great example of how Lowe's supports our customers throughout every step of the home improvement journey," said Jay Rebello, Vice President New Business Development & Corporate Innovation at Lowe's. "By partnering with Porch, Lowe's can help our customers achieve their home improvement dreams by providing them with the confidence of knowing who their neighbors have used successfully, and benefit our professional customers by providing them greater opportunities to grow their businesses."

Porch has taken a unique approach to developing a robust home improvement network by

amassing large amounts of local home improvement data – free for homeowners and professionals. With more than 1.5 million pros and 90 million projects in their network, Porch is changing the way home improvement gets done by making it easy for homeowners to find professionals based on who their neighbors have used and endorsed, real project and cost history, and expert advice.

"For millions of people, the home is the biggest investment of their lives. Home improvement projects are an essential part of owning or renting a home - finding the right professionals should be easy, delightful, and connected," said Matt Ehrlichman, Chief Executive Officer of Porch. "Now, Lowe's customers can not only buy high-quality products to make their home improvement projects a reality, they can connect directly with local professionals their neighbors have used. With the complement of services Porch and Lowe's will deliver in 2014, there has never been a better time to love your home."

Delivering the Total Home Improvement Solution

Through this strategic partnership, Porch will serve as a resource for Lowe's employees to help customers connect directly with the right pros to provide services Lowe's does not currently offer through its installation program, such as handymen, painters and landscapers.

If a Lowe's customer needs a pro for a service Lowe's does not currently offer, employees can access the Porch network of pros on their mobile devices and in-store terminals to identify local providers. The convenience of this integration will allow employees and customers to work together to find the right local pros for the job. After the job is complete, the homeowner can simply and quickly provide feedback about their experience on Porch.com.

Additionally, Lowe's pro customers across the nation have the opportunity to join the Porch network for free, giving them exposure to Lowe's consumers in need of specific services to complete their home improvement projects. A premium pro membership is also available for greater insight into local home improvement projects and trends.

About Lowe's

With fiscal year 2012 sales of \$50.5 billion, Lowe's Companies, Inc. is a FORTUNE® 100 company that serves approximately 15 million customers a week at more than 1,825 home improvement and hardware stores in the United States, Canada and Mexico. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit Lowe.com.

About Porch.com

Porch has developed the world's first home improvement network – free for homeowners. With over 1.5 million professionals and over 90 million projects in their network, Porch enables consumers to make smart home improvement decisions by connecting them with the right professionals. Porch helps professionals grow their business and succeed as more homeowners look online for trusted pros to complete their projects. For more information about Porch visit <http://porch.com>

The photos are also available via AP PhotoExpress.

CONTACT: PR Contact
Jessica Piha of Porch.com Inc.
+1-206-422-0712, jessica@porch.com
Amanda Manna, Corporate PR Manager, Lowe's
704-758-2184, Amanda.d.manna@lowes.com
Press Assets: www.about.porch.com/press
Website: www.porch.com
Twitter: @porchdotcom

Source: Porch.com