



AMERICA'S HOME IMPROVEMENT EXPERT DANNY LIPFORD OF TODAY'S HOMEOWNER SHOWS HOW A GENIE® GARAGE DOOR OPENER MAKES LIFE EASIER
National Home Improvement Guru Features Genie on Garage Episodes



(Mt. Hope, OH) - The Emmy-nominated home improvement show ***Today's Homeowner with Danny Lipford*** recently featured Genie® openers as part of its Satellite Media Tour and also as part of its special "Garages Series". Hosted by nationally acclaimed home improvement expert Danny Lipford, the segments also included radio and internet publicity. For both events, Lipford promoted the many benefits of Genie's innovative screw drive opener, which features a 140 volt DC motor for incredible strength and quiet operation.

Lipford, an award-winning and well recognized home improvement expert with bona fide remodeling contractor experience (in fact, he still owns and operates his own contracting business), demonstrated how Genie openers help make life easier for homeowners. He also gave top notch advice on how additional accessories such as a Genie battery back-up unit can help homeowners during power outages and how a Closed Confirm™ remote can help busy people remember whether they closed the garage door as they leave their homes.

Now in its 16th season, *Today's Homeowner with Danny Lipford* guides homeowners through the ups and downs of home maintenance with helpful product tips and tricks. The show airs nationwide on 211 stations including Los Angeles, Chicago, Boston, Philadelphia, and San Francisco, to name a few.

Here are links to the video segments and the article that Danny posted to his website for his many followers and viewers. The Satellite Media Tour alone generated over 12 million impressions!

Satellite Media Tour: Starring Genie, Stanley, and Nutone products!

<http://www.todayshomeowner.com/video/great-innovative-products-for-your-home/>

Video Ad: Garage Door Openers Make Life Easy!

<http://www.todayshomeowner.com/video/garage-door-openers-make-life-easy/>

Written Article: Posted on Today's Homeowner website

<http://www.todayshomeowner.com/three-ingenious-innovations-for-the-home/>

“Homeowners spend a lot of time in their garage, and Genie offers some innovative products to make that time peaceful as well as productive,” said Lipford. “This state-of-the-art Genie screw drive opener with its DC motor and Soft Start / Soft Stop design helps keep noise level down, which can be a nuisance during the day or even a disruption to a sleeping family member if a bedroom is above the garage. As an added bonus, if you ever had to circle the neighborhood to check if you really did shut your garage door, then the Closed Confirm remote will help you remember to help avoid having to do that. It has a green light that blinks with a distinct sound when the door properly shuts. If it doesn't, then a red light goes off along with a different sound.”

Dave Osso, Genie brand manager, added “Danny is the go-to source for tips and important information homeowners need to simplify their lives and The Genie Company has the innovative products consumers need for their garages, making this a great partnership. Our openers are designed with the homeowner in mind, and it's the little things, like a battery back-up in the event of a power outage or a wireless keypad for entry without a remote, that make every-day living a little bit easier.”

To promote Genie, the *Today's Homeowner* production crew produced spots and billboards for both the TV and radio shows, in addition to running banner ads on the *Today's Homeowner* website. Genie was also featured in the special segment “Tips for Today's Homeowner” during the “Garage Series” promotion.

As an added bonus, Genie was mentioned on the *Today's Homeowner* Facebook, Twitter, and Pinterest sites.

All of the content already noted can be viewed on TodaysHomeowner.com. You can also learn more about the show by visiting Danny's [Facebook](#) page.

A Genie clip from Today's Homeowner:

"A garage door opener can make your life easier, but a Genie opener can do a whole lot more. A screw drive opener with 140 volt DC motor delivers great strength AND super quiet operation. A battery back-up can help you during a power outage while a Closed Confirm remote helps you remember if you closed the garage door. For safety, test your opener's reversing mechanisms regularly as instructed in the owner's manual and teach children to be safe around garage door openers. For more information, go to GenieCompany.com." Danny Lipford – Today's Homeowner

ADDITIONAL PHOTOS:



Shots during the live feeds of the Satellite Media Tour.



Danny with Genie, Stanley, and Nutone products for his Satellite Media Tour.