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FOR IMMEDIATE RELEASE

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BlueLinx Corporation Joins HomeSphere

Relationship to expand sales in the residential construction industry

(Lakewood, Colo. – March 21, 2011) [BlueLinx Corporation](#) ("BlueLinx") and Lakewood-based HomeSphere, Inc. announced today they have entered into a joint agreement to offer Georgia-Pacific vinyl siding and trim products to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

BlueLinx joins more than 75 manufacturing brands currently using HomeSphere's BRI[®] lead generation and marketing program to produce [new builder leads](#) through our dealer network and strengthen existing business, thus growing their market share through increased homebuilder sales.

"Our relationship with HomeSphere will directly impact our bottom line," noted Rutledge Davis, National Category Manager for BlueLinx. "BRI gives us access to builders we would not normally reach and provides us with tools that will enhance our sales efforts and bring additional business to our dealer partner network."

BRI is a unique [builder rebate management](#) application serving the residential construction industry. Manufacturers use the BRI service to open sales channels with thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, helping them to improve their bottom line.

BlueLinx, headquartered in Atlanta, has a network of nationwide distribution centers, serving markets locally and providing customers with the products they need through just-in-time deliveries. One of the brands now available to HomeSphere users is Georgia-Pacific vinyl siding and trim.

"BRI is a powerful marketing tool, particularly during trying times for the residential building industry," said Chris Toth, HomeSphere's Vice President of Sales. "Utilizing our platform allows customers to build sales and marketing channels that position their brand solidly for the future."

About HomeSphere

Colorado-based HomeSphere connects the residential construction community to enhance the way they do business through technology-driven solutions. For more than a decade, HomeSphere has delivered innovative solutions to create a truly unique company tailored for the pace and complexity of the homebuilding and remodeling industry. With the loyalty of building product manufacturers, distributors, contractors, builders and homeowners, HomeSphere is the only company of its kind to offer user-friendly, intuitive and streamlined solutions to empower market collaboration. For more information, visit www.homesphere.com or call 1-800-274-2632.

About BlueLinx Corporation

As the country's largest distributor of building products, BlueLinx Corporation provides service and flexible distribution options to our customers and suppliers. With more than 50 years of experience in the building products distribution industry, you can rely on BlueLinx to be a trusted collaborator who is committed to the success of your business. The company operates its distribution business from sales centers in Atlanta and Denver, and its network of 60 distribution centers.

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