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FOR IMMEDIATE RELEASE

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Electrolux™ Joins HomeSphere®

Partnership to expand sales in the residential construction industry

(Lakewood, Colo. – June 22, 2011) [Electrolux](#) and Lakewood-based [HomeSphere, Inc.](#) announced today they have entered into a joint agreement to offer Electrolux appliances to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

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

"As we look to substantially impact the homebuilder market in 2011 and beyond, partnering with HomeSphere is a solid fit," noted Johnny Cope, General Manager – Contract Sales for Electrolux. "BRI provides us with the connections and tools we need to further grow the new home construction sector of our business."

BRI is a unique [builder rebate management](#) and building product [manufacturer lead generation](#) 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.

Used in homes and restaurants throughout Europe for more than 80 years, Electrolux is a leader in providing consumers with energy-efficient options in every appliance category and incorporates this commitment into the company's operations as well. Electrolux is dedicated to helping customers through innovative features, outstanding performance and stylish, easy-to-use design.

"Electrolux is a forward-thinking organization with a strong drive toward success in the builder market," said Chris Toth, HomeSphere's Vice President of Sales. "Utilizing our platform will allow them to rapidly build their market share, thus positioning 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 Electrolux Group

Electrolux has a rich heritage of developing kitchen appliances, which have been used throughout fine homes and restaurants in Europe for more than 80 years. Among these products is the prestigious Molteni brand, a name chosen by the world's greatest chefs who expect the ultimate in cooking performance. Design centers around the world are focused on understanding consumer needs and developing innovative designs that fit with how consumers live. In 2008, Electrolux had sales of \$15.9 billion and 55,000 employees. For more information, visit electroluxappliances.com.

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