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FOR IMMEDIATE RELEASE

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### **KNAUF INSULATION JOINS HOMESPHERE**

*Partnership to expand sales in the residential construction industry*

**(Lakewood, Colo. – March 30, 2011)** Knauf Insulation and HomeSphere, Inc. announced today they have entered into a joint agreement to offer [Knauf Insulation](#) to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

Knauf Insulation will join more than 75 manufacturing brands as part of HomeSphere's BRI® lead generation and marketing program. Manufacturers such as Knauf Insulation use BRI to generate [new builder leads](#) and strengthen existing business, thus growing their market share through increased homebuilder sales.

"The BRI partnership offers a powerful tool to further extend our national manufacturing network," said Joe Hudock, Residential Sector Leader for Knauf Insulation. "HomeSphere's connections with the mid-tier builder will help us leverage our mutual relationships and expand our sales efforts into this area."

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.

"BRI is a powerful marketing tool," said Chris Toth, HomeSphere's Vice President of Sales. "Particularly during trying times for the residential building industry, our customers and clients 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](http://www.homesphere.com) or call 1-800-274-2632.

#### **About Knauf Insulation**

Knauf Insulation is a leading global manufacturer of thermal and acoustical fiber glass insulations for residential, commercial, industrial, OEM and metal building applications. It's Knauf Insulation's number one priority to provide products and services that conserve energy and preserve natural resources for a sustainable future. The company's insulation products have an inherent impact on energy consumption; once in use they save hundreds of times more energy than is required to make them. For more information about Knauf Insulation sales and products, visit [www.knaufinsulation.us](http://www.knaufinsulation.us), write to Knauf Insulation, One Knauf Drive, Shelbyville, IN 46176 or call 800-825-4434 ext. 8212.

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