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FOR IMMEDIATE RELEASE

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### **Kohler Co. Joins HomeSphere®**

*Brands work together to provide value to the residential construction industry*

**(Lakewood, Colo. – July 26, 2010)** Wisconsin-based KOHLER CO. (Kohler) and Lakewood-based HomeSphere, Inc. announced today that they have entered into a joint agreement to offer residential plumbing products to HomeSphere's network of builders using HomeSphere's technology-leveraged services.

Kohler joins more than 75 manufacturers currently using HomeSphere's BRI® Program to manage rebates for homebuilders and, in turn, grow their market share through increased homebuilder sales. In return, builders gain access to cost savings on Kohler's complete line of residential plumbing products for the kitchen and bath, including faucets, fixtures, sinks, showers and toilets.

"The BRI program provides a powerful tool to further extend our reach into the new residential builder market," said Walter Schwartz, Director of Kohler Builder Sales. "The BRI/HomeSphere platform helps builders leverage their purchases while creating additional demand that is beneficial to us as a manufacturer."

BRI is a unique Web-based 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.

Kohler, a global design and technology leader of products for the kitchen and bath, offers a comprehensive collection of products under its KOHLER and STERLING brands that exemplify exceptional value, enduring design and functional innovation.

"When well-known, respected brands like Kohler begin to use the BRI platform, everyone benefits," Chris Toth, HomeSphere's Vice President of Sales. "Kohler has a new channel to market its ever-growing line of kitchen, bath and tile products, while our builders gain access to cost savings on a highly regarded brand."

#### **About HomeSphere, Inc.**

Colorado-based HomeSphere offers sales effectiveness tools and supply chain services that combine Web-based technology, market intelligence and relationships to increase profitability for trading partners throughout the construction supply chain. More than 1,300 homebuilders and over 70 brands use HomeSphere's Web portal to connect, collect and compete, while remodeling and repair professionals gain market share and attract consumers. Please visit HomeSphere at [www.homesphere.com](http://www.homesphere.com) for more information.

#### **About Kohler Co.**

Since 1873, KOHLER CO. has been improving the lives of its customers with exceptional products and services. Kohler's diversity of products and powerful portfolio of brands lead the way in design, craftsmanship and innovation – tied together by a singular level of quality. Kohler's water-saving faucets, showerheads and toilets deliver smart design and water efficiency without sacrificing



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performance. Kohler is proud to be both the 2009 and 2008 EPA's WaterSense Manufacturing Partner of the Year. Kohler faucet finishes exceed industry durability standards over two times and come with a lifetime limited warranty. Visit [www.kohler.com](http://www.kohler.com) for detailed product information.

STERLING, a division of Kohler Co., partners with trade professionals by providing kitchen and bath products that exemplify exceptional value, enduring design and functional innovation. Sterling products include bathing and showering fixtures, kitchen sinks and lavatories made from exclusive Vikrell® material; stainless steel sinks; shower doors, and vitreous china toilets and lavatories. Visit [www.sterlingplumbing.com](http://www.sterlingplumbing.com) for detailed product information.

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