



HomeSphere, Inc.
1626 Cole Boulevard
Suite 200
Lakewood, CO 80401

FOR IMMEDIATE RELEASE

Contact:

Tracy Aiello
JohnstonWells Public Relations
303.623.3366
taiello@johnstonwells.com

**HomeSphere's Annual BRI Supply Chain Partner Meeting
Attracts Many Despite Market Downturn**

(DENVER – Aug. 7, 2007) HomeSphere, a technology-leveraged service provider to the homebuilding industry, recently attracted over 50 representatives from 28 national building product manufacturers to its Eighth Annual Supply Chain Partners' Meeting. Attendees recognized the opportunity represented by HomeSphere's BRI® rebate management program to grow the bottom line even in a down market.

"Despite gloom about the residential building market, our BRI participating partners know the value of the program for strengthening and building their business," noted Tom Harper, Vice President of Supply Chain Services for HomeSphere.

HomeSphere's BRI Rebate Management system assists more than 1,000 homebuilders and 70 manufacturing brands through a Web-based platform that strategically connects builders of new residential construction with manufacturers, distributors and vendors.

The one-day user's conference provided manufacturers with market data and sales force effectiveness tools sure to be integral to their success in growing their new residential market share.

"The information provided will prepare manufacturers and suppliers to take full advantage of the projected rise in the market over the next 12 to 18 months," noted Glenn Renner, Chief Operating Officer for HomeSphere..

Renner also commented on the growth of HomeSphere's business, which added nine new manufacturers to the program this year. "We've increased the number of participating BRI partners, widened our product offering and enhanced our technology to increase value for our participating manufacturers and builders," he noted.

The product is particularly beneficial to manufacturers' sales teams, which use BRI's data management tools and comprehensive sales analysis to better represent their brands. "The BRI Program is like having a second sales team targeting just the small to mid-tier builders. A market my internal sales team is unable to penetrate." Said Jeff Lukes, Sales Director for Mid Continent Cabinetry.

"A large part of my success is the relationship I have with BRI," said attendee Chris Lyke, Field Sales Developer for GE Lighting & Electrical.

Other highlights from the meeting included a builder panel and workshops including "Strategic Selling" presented by Catherine Gutowski, National Sales Development Manager – Residential, from GE Lighting and Electrical, and Christopher Lyke, Field Sales Developer, from GE Lighting and Electrical.

About HomeSphere

Colorado-based HomeSphere offers supply chain services – AllTrack®, BRI® and MTOs – that combine Web-based technology, market intelligence and relationships to increase profitability for the homebuilding industry. Today more than 1,000 builders and over 70 brands use HomeSphere's Web portal to connect, collect and compete. Please visit HomeSphere at www.homesphere.com for more information.

###