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FOR IMMEDIATE RELEASE

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HomeSphere Announces New Sales Team Addition

(Lakewood, Colo. – July 17, 2007) HomeSphere, a technology-leveraged service provider to residential homebuilders, recently announced Craig Benefield has been named regional sales manager for the Southwest Region. Benefield took over the position on July 9, 2007.

With more than a decade of sales experience, Benefield brings a wide range of experience to the HomeSphere team. After completing his degree from the University of New Mexico, Benefield started his career at Deutsche Bank, serving a diverse portfolio of accounts in the financial services industry before moving to General Electric in 2000.

At General Electric, Benefield held positions including field credit manager, national accounts manager – growth products and, most recently, area sales manager – contract channel. In this capacity, Benefield was responsible for appliance sales to homebuilders in the Phoenix area.

About HomeSphere

Since the company's founding in 1999, HomeSphere has been demonstrating and proving time and time again that builders, manufacturers and distributors derive the most benefit when they have business intelligence that they can use. Colorado-based HomeSphere offers supply chain services -- AllTrack®, BRI® and MTO's – 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 manufacturers use HomeSphere's web portal to connect, collect, and compete. Please visit HomeSphere at www.homesphere.com for more information.

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