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FOR IMMEDIATE RELEASE

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Eemax Joins HomeSphere®

Partnership to expand brand in the residential construction industry

(Lakewood, Colo. – June 1, 2010) Water-heater manufacturer Eemax and Lakewood-based HomeSphere, Inc. announced today that they have entered into a joint agreement to offer Eemax products to HomeSphere's network of builders, using HomeSphere's technology-leveraged services.

Eemax joins more than 70 other 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 Eemax's products. Eemax produces the largest line of electric tankless water heaters in the U.S., engineered with advanced green technology that saves energy, water, space and money.

"The BRI partnership provides a powerful tool to further extend our national manufacturing and distribution network," said Aaron Siegel, Vice President of Sales at Eemax "This partnership grows market share among our potential customers, allows builders to leverage their purchases and creates demand that is beneficial to us as a manufacturer."

BRI is a unique Web-based platform serving the residential construction industry. Manufacturers use the BRI application to open sales channels that include 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 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. Visit HomeSphere at www.homesphere.com for more information.

About Eemax

Established in 1988, Eemax, Inc., has quickly emerged as the market leader in electric tankless heaters for use in commercial, industrial, and residential applications. Based in Oxford, Connecticut, Eemax products activate instantly and deliver an endless supply of hot water at a preset temperature to any point of use with 99% energy efficiency. Eemax products are made in the USA, are lead-free, and are ruggedly constructed to last for decades. The company produces green products that save water, conserve energy, and reduce costs. Visit www.eemax.com for detailed product information.

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