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**FOR IMMEDIATE RELEASE**

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**GE WATER JOINS HOMESPHERE**

*Partnership to provide savings on top quality products to homebuilders*

**(Lakewood, Colo. – May 4, 2007)** HomeSphere, a technology-leveraged service provider to residential homebuilders and manufacturers, has added GE Water & Process Technologies, a unit of General Electric Company (NYSE:GE), to its growing list of Supply Chain Partners. GE Water joins nearly 75 other manufacturers currently using HomeSphere's BRI<sup>®</sup> Program to manage rebates for homebuilders and, in turn, grow their market share.

Providing solutions to some of the worlds pressing water challenges, GE Water's participation in the program will allow builders to access cost savings on a broad range of water treatment products offered throughout their supply chain.

"GE Water provides great products with a strong warranty that is very appealing to homebuilders," said Glenn Renner, Chief Operating Officer for HomeSphere. "Adding GE Water to our program is a great benefit to our homebuilders and the buyers who will live in these houses."

Designed to streamline the residential building supply chain, BRI is a unique Web-based service serving both manufacturers and builders. Manufacturers use BRI to access over 1,000 builders on the program, gaining advanced understanding of their supply chain and increased exposure for their products through an efficient rebate management program. As a result, they gain inroads to new accounts and build recognition for their products and services. Builders, on the other hand, can efficiently gain product knowledge and manage their cash-producing rebates, keeping them on the cutting edge as they trim their bottom line.

HomeSphere will manage rebates for GE Water's softener, water filtration and treatment products. By improving performance, product quality, reducing operating costs and extending equipment life in a broad range of products and services, GE Water hopes to provide value and performance to the products they offer.

"This partnership provides a number of new opportunities for over 1000 builder customers as well as for GE Water to grow and strengthen its relationship with the homebuilding industry," Renner said.

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**About HomeSphere**

Colorado-based HomeSphere offers supply chain services - AllTrack<sup>®</sup>, BRI<sup>®</sup> 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](http://www.homesphere.com) for more information.



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**About GE Water & Process Technologies**

GE Water & Process Technologies, a unit of General Electric Company, is solving some of the world's most pressing water challenges by providing industrial, agricultural and potable water, while lessening our dependence on fresh water sources. Technologies to accomplish this include desalination, advanced membrane, separation solutions, and water reuse and wastewater management and process technologies. GE delivers value to customers by improving performance and product quality, reducing operating costs and extending equipment life. For more information on GE Water & Process Technologies, visit [www.gewater.com](http://www.gewater.com).