



HomeSphere, Inc.
14142 Denver West Parkway
Suite 255
Lakewood, CO 80401

FOR IMMEDIATE RELEASE

CONTACT: Tracy Aiello, Aiello Consulting, 720-989-3530 or tracy@centerreachcommunication.com

Glidden Professional™ Joins HomeSphere®

Partnership to expand brand in the residential construction industry

(Lakewood, Colo. – July 20, 2010) Strongsville, Ohio-based Glidden Professional Paints and Lakewood-based HomeSphere announced today that they have entered into a joint agreement to offer the company's full line of Professional™ paints to HomeSphere's network of builders, using the company's technology-leveraged services.

Glidden Professional joins more than 75 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 Glidden Professional™ paints, a national brand exclusively for the commercial paint market, including contractors, architects, facility owners and managers.

"The BRI partnership provides a powerful tool to further extend our national manufacturing and distribution network," said John Pesognelli, National Sales Manager for Glidden Professionals' New Home Construction Division. "HomeSphere provides a platform to communicate the change to new builders and distributors and to grow market share among our potential customers."

BRI is a unique Web-based service serving the residential construction industry. Manufacturers use the BRI application to open up 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.

The Glidden Professional paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. Glidden Professional™ paints are sold through more than 500 Glidden Professional Paint Centers and authorized dealers across the United States.

"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 75 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 for more information.

About Glidden Professional™ Paints



HomeSphere, Inc.
14142 Denver West Parkway
Suite 255
Lakewood, CO 80401

Glidden Professional™ is the only national brand of decorative coatings dedicated exclusively to serving the needs of the professional marketplace. We are a recognized leader in no-VOC waterborne paints and bring many years of experience to a wide range of industries including New Home Construction, Education, Healthcare, Government, and Multi-Family Housing. Our promise is to deliver Best-for-Task Products, which includes supplying our customers with the most appropriate assortment of products, tailored to meet their specific needs.

Glidden Professional™ paints are sold through over 500 Glidden Professional Paint Centers and Authorized Dealers across the United States. We also carry our industrial maintenance brand, Devoe® High Performance Coatings, our wood care brand, Flood® Exterior Wood Care products and a full line of paint sundries.

###