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FOR IMMEDIATE RELEASE

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Hylite-U.S. Block® Windows Joins HomeSphere®
Partnership to expand brand in the residential construction industry

(Lakewood, Colo. – January 11, 2010) Pensacola-based Hy-lite/U.S. Block Windows has found an innovative way to fill its sales pipeline despite the downturn in the housing and remodeling markets. The manufacturer and distributor of fixed acrylic block and decorative glass windows has joined HomeSphere, Inc, the premier technology-leveraged service provider to the residential construction industry.

Hy-lite/U.S. Block Windows 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 a range of the company's products offered through HomeSphere's web platform.

"We are making decisions now to ensure that our company is in a good position when the housing and remodeling markets recover and demand for our product increases," says Roger Murphy, president of Hy-lite/U.S. Block Windows. "HomeSphere opens up new sales and marketing channels for our products among mid-tier builders and remodeling contractors."

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.

"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 1300 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. Please visit HomeSphere at www.homesphere.com for more information.

About Hy-Lite/U S Block Windows

Headquartered in Pensacola, Fla., Hy-Lite/U.S. Block Windows offers the widest selection of prefabricated privacy products in the industry. Product lines are offered under both the U S Block Windows and Hy-Lite Products brand names and include a variety of operable and fixed acrylic block and decorative glass windows. Additional product offerings include glass block windows along with an assortment of acrylic block shutters, accent panels, radius walls, partition walls, door inserts and shower kits. For more information visit www.hy-lite.com and www.usblockwindows.com or call 888-256-2599.

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