



HomeSphere, Inc.
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FOR IMMEDIATE RELEASE

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LENNOX™ HEARTH PRODUCTS JOINS HOMESPHERE
Partnership to provide top quality products to homebuilders

(Lakewood, Colo. – May 14, 2008) HomeSphere, a technology-leveraged service provider to residential homebuilders and manufacturers, has added Lennox Hearth Products, manufacturers of industry leading factory-built fireplaces that provide exceptional warmth, quality and design, to its growing list of Supply Chain Partners. Lennox Hearth Products joins more than 70 other manufacturers currently using HomeSphere's BRI® Program to manage rebates for homebuilders and, in turn, grow their market share.

The participation of Lennox Hearth Products, which has hundreds of installing distributors across North America, allows builders to access cost savings on a broad range of hearth products offered throughout HomeSphere's supply chain including a complete line of gas, wood-burning and electric fireplaces, in an array of designs, styles and sizes.

"BRI gives Lennox Hearth Products a unique opportunity to reach builders we typically couldn't," said Tom Krebs, vice president of sales for Lennox Hearth Products. "This partnership provides us with tools to supplement our sales efforts and in turn directly support our bottom line."

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 1,100 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, gain product knowledge and manage their cash-producing rebates, keeping them on the cutting edge as they trim their bottom line.

"BRI is a powerful marketing tool," notes Glenn Renner, HomeSphere's Chief Operating Officer. "By offering product rebates on BRI, Lennox Hearth Products gains brand advantage with HomeSphere's builder customers who closed over 100,000 homes in 2007."

Lennox Hearth Products representatives will also utilize HomeSphere's newly released sales effectiveness product for manufacturers and distributors in the residential homebuilding industry. The tool, which tracks product usage, competitive research and sales by region, will assist the Lennox Hearth Products sales team to create leads and improve their new customer acquisition.

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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 the homebuilding industry. Today more than 1,100 homebuilders and over 70 brands use HomeSphere's Web portal to connect, collect and compete. Please visit HomeSphere at www.homesphere.com for more information.



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About Lennox Hearth:

Offering a diverse family of products for every style and budget, Lennox Hearth Products (LHP) is a leading manufacturer of indoor and outdoor fireplaces, fireplace inserts, free-standing stoves, gas log sets, accessories and venting products for the specialty retail, residential new construction and industrial markets. LHP, based in Orange, Calif., is a subsidiary of Lennox International Inc., which operates in over 100 countries and is a global leader in the heating, ventilation, air conditioning and refrigeration markets. More information about LHP can be found at www.lennox.com.