



HomeSphere, Inc.
1626 Cole Boulevard
Suite 200
Lakewood, CO 80401

FOR IMMEDIATE RELEASE

CONTACT:

Tracy A. Fletcher
720-974-6193
tfletcher@homesphere.com

MonierLifetile JOINS HOMESPHERE

Partnership to provide top-quality products to homebuilders

(Lakewood, Colo. – Sept. 3, 2008) HomeSphere, a technology-leveraged service provider to residential homebuilders and manufacturers, has added MonierLifetile, the nation's leading provider of concrete roofing tile, to its growing list of supply chain partners. MonierLifetile joins more than 70 other major brands currently using HomeSphere's BRI® Program to manage rebates for homebuilders and grow sales effectiveness through its Web-based program.

The participation of MonierLifetile allows builders to access cost savings on a broad range of roofing products for both new construction and re-roofing that are offered throughout HomeSphere's supply chain. The company has 13 active manufacturing plants in the continental United States and Hawaii, and 15 national service offices.

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 more than 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," said Glenn Renner, HomeSphere's president. "By offering product rebates on BRI, MonierLifetile gains brand advantage with HomeSphere's builder customers who closed more than 100,000 homes in 2007."

MonierLifetile representatives will also utilize HomeSphere's sales effectiveness product to track product usage, competitive research and sales by region, growing market share and assisting the MonierLifetile sales team to create leads and improve new customer acquisition.

###

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.



HomeSphere, Inc.
1626 Cole Boulevard
Suite 200
Lakewood, CO 80401

About MonierLifetile

MonierLifetile was formed in 1997 as a joint venture between long-time industry leaders Monier Inc. and Boral Lifetile Inc. Monier was founded in 1965 and Lifetile in 1962. The company is the largest manufacturer of premium-quality roof tile in the United States. Customer service is the driving force behind a corporate culture committed to bringing a dramatic new standard of excellence to the roofing products industry.

MonierLifetile offers the industry's broadest combination of concrete roof tile colors, profiles and finishes for both new construction and re-roof, plus a broad spectrum of accessories designed to work together as a completely integrated roofing system.

MonierLifetile LLC, with headquarters in Irvine, CA, is backed by the strength and financial resources of MONIER Group GmbH based in Germany, and Boral Ltd. based in Australia. To learn more, visit www.monierlifetile.com.