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FOR IMMEDIATE RELEASE

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Ply Gem® Stone Joins HomeSphere®

Partnership to expand brand in the residential construction industry

(Lakewood, Colo. – March 11, 2010) Middleburg, Pennsylvania-based Ply Gem Stone and Lakewood-based HomeSphere announced today that they have entered into a joint agreement to offer stone veneer products to HomeSphere's network of builders, using HomeSphere's technology-leveraged services.

Ply Gem Stone 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 Ply Gem's comprehensive line of stone veneer products for home and building interiors.

"The BRI partnership provides a powerful tool to further extend our national manufacturing and distribution network," said Kevin Riedy, Vice President of Sales for Ply Gem Stone. "This partnership allows builders to leverage their purchases while creating demand that is beneficial to us as a manufacturer."

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.

Ply Gem Stone is the second brand of its parent company to join HomeSphere, after Ply Gem® Windows who began using the platform in August 2009. Ply Gem Stone, a leading manufacturer of stone veneer for both interior and exterior applications, will soon have an additional tool for building brand awareness among remodeling contractors through HomeSphere's BestContractors platform.

"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 Ply Gem

Ply Gem, headquartered in Cary, N.C., is committed to helping North America's homebuilders, remodelers, architects, distributors, dealers and retailers do more than build homes. Ply Gem wants to help them build their business. The Company offers an unmatched solution to exterior building product needs with a portfolio that includes leading window, door, siding and accessories, stone veneer, fence and rail brands so there is something for every project. Ply Gem siding brands include



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Mastic Home Exteriors™, Variform®, NAPCO®, United Stone Veneer™, Kroy®, Cellwood®, Georgia Pacific, DuraBuilt®, Richwood®, Leaf Relief® and Monticello® Columns. Ply Gem windows manufactures and markets vinyl, vinyl-clad, wood-clad, aluminum-clad, and aluminum window and patio door brands including Ply Gem® Windows, CWD® Windows and Doors and Great Lakes® Window. The Company's brands are sold through short-line and two-step distributors, pro dealers, home improvement dealers and big box retailers. Ply Gem employs more than 4,700 people across North America. Visit www.plygem.com for more information.

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