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FOR IMMEDIATE RELEASE

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HOMESPHERE® NAMES DIRECTOR OF STRATEGIC SALES
Industry expert to develop and implement sales strategies and tactics

(Tampa - May 11, 2010) HomeSphere, Inc, the premier technology-leveraged service provider to the residential construction industry, announced Randal Reeves has joined the company as Director of Strategic Sales. Reeves brings nearly 25 years of experience in the building products manufacturing industry to the newly created position.

Reeves will be responsible for promoting the company's two web-based lead generation platforms - BRI® and BestContractors.com.

"With his long history in the building manufacturing industry, Randal will forge new relationships and build upon the company's growth strategies," noted Chris Toth, HomeSphere's Vice President of Sales. "His experience and relationships will be a major asset to our team."

HomeSphere's lead generation and management platforms connect building product manufacturers, distributors and contractors with new customers, offering a significant and sustainable return on investment. Homebuilders and homeowners use the technology to build relationships and cut costs while manufacturers, distributors and contractors access powerful tools and strategies to grow market share and build their brand.

Prior to joining HomeSphere, Reeves was Territory Sales Manager and Wind Load Product Specialist at Wayne-Dalton. Throughout his extensive career, he has held leadership roles with Fortune 1000 building material manufacturers such as Georgia Pacific, Pella Windows and American Woodmark. He is a Certified Green Professional and holds a bachelor's degree and MBA in Marketing from University of Phoenix.

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 more than 70 building product manufacturers 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.

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