



Builder Homesite and Hyphen Solutions Form Strategic Partnership

Partnership will Focus on Leveraging Existing Solutions and Collaborating with Industry Leaders to Deliver Deeply Vertical Tools

Orlando, FL, February 7, 2007 – Builder Homesite, Inc (BHI), a consortium of 38 of the country’s leading home builders and Hyphen Solutions (Hyphen), a leading provider of scheduling and supplier communication tools, announced today that they have formed a strategic partnership. The mission of the partnership is to integrate the companies’ existing products and to leverage their technology platforms to improve how business is conducted in the home building industry.

“This partnership is the perfect alignment of two companies that share a common dedication to improving the tools available to the home building industry,” said Tim Costello, President and CEO of BHI. “This relationship will help drive standardization across the technology tools in our industry while reducing the costs of conducting business.”

Through this definitive agreement, which allows BHI initial minority ownership in Hyphen, the two companies will also continue to investigate offering additional solutions to builders and suppliers across the home building cycle. These solutions will be comprised of Hyphen and BHI developed tools, as well as tools from other existing and future partners.

“We are delighted to join forces with BHI and extend our solution offerings to the only industry we serve. Through the BHI partnership, we look to extend the collaboration process across the entire home building supply chain,” said Brad Miller, CEO of Hyphen Solutions.

Both companies share a history of working in collaboration with industry leaders to develop deeply vertical solutions. BHI has a six year track record of successfully working with industry leading builders and manufacturers to deliver integrated solutions that are proven to work. BHI subsidiary, New Home Technologies, currently offers *Envision*, a fully integrated options management solution for the entire building industry and includes specific tools for prospects and buyers, design centers, builder purchasing, and manufacturers. With over 20 builders representing over 150k annual home starts, along with over 150 National Manufacturer brands, Envision is helping the industry recognize higher options sales of 10-15%, improve J.D. Power customer satisfaction scores by 20%, and improve operational efficiencies.

Similarly, Hyphen has a seven year success rate of providing builders and suppliers with scheduling, communication and supply chain solutions. Hyphen’s scheduling and supplier communication tools *BuildPro* and *SupplyPro* are the best in the business, and were recently voted as the best in class. Hyphen’s two core products allow for real-time, two-way scheduling collaboration between builders and their suppliers, while creating tremendous back-office efficiencies



by distributing vital job information across the entire home building organization and to all of its vendors. With over 17,000 users, including 8 of the top 20 home builders, Hyphen processed over 108,000 home starts, \$12.4 billion in supply chain transactions, over 30 million scheduled tasks and about 62 million Purchase Order transactions.

Both BHI and Hyphen are excited about the opportunity to join forces and continue the collaborative approach with the industry's leaders toward a common goal of delivering integrated solutions that are unique to our industry vertical. These solutions will not only help better manage the construction process, but also help builders and manufacturers better manage prospects and buyers, even on into home ownership.

“These two companies both have a track record of solving industry challenges along the supply chain and across the building cycle,” said John R. Nygard III, Chief Information Officer for Lennar. “Having them join forces will further empower the industry to define and develop much needed quality solutions.”

The companies are making this announcement at the International Builder's Show in Orlando. Please stop by Hyphen's booth at the show – W4393 – for additional information about the partnership.

About Builder Homesite

Builder Homesite, Inc. and its subsidiary, New Home Technologies, were both founded with the same mission - to bring homebuilding industry leaders together to develop world class technology solutions. Builder Homesite is a consortium of 38 of the nation's largest homebuilders and its flagship product is NewHomeSource.com, a consumer website offering the Internet's most comprehensive information and selection of new homes. In 2003, Builder Homesite founded New Home Technologies, a subsidiary consortium of new homebuilders and product manufacturers to focus on solutions along the homebuilding supply chain. The first of these tools is Envision - an integrated and standardized online new home design options management solution. For more information, visit www.builderhomesite.com.

About Hyphen Solutions

Hyphen Supplies 17,000 users with an industry-leading supply chain management, collaboration, and scheduling solution for America's biggest and most respected home builders. Hyphen Solutions' unique technology delivers greater operational control, better communication and increased productivity for both home builders and their building partners who use the BuildPro and SupplyPro applications. For more information visit www.hyphensolutions.com.

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