

FOR IMMEDIATE RELEASE
Aug. 2, 2005



BuilderFusion Looks to Turn EOs into HEROes

Company to discuss the impact technology can have on the role of HBA/BIA executive officers and unveil a major new product release at the 2005 EOC Seminar

OREM, Utah – Aug. 2, 2005 – BuilderFusion Inc. today outlined the company’s participation in the 2005 Executive Officer Council Seminar, kicking off Aug. 9 in Big Sky, Mont. In a presentation titled “Turning EOs into HEROes,” executives from BuilderFusion will speak to attendees about the role technology can play in managing both the operations and the political landscape of a builders association.

Hosted by Deann Huish, former executive officer at the Utah Valley HBA, and BuilderFusion President Craig Weston, the presentation will demonstrate how a few simple and easy-to-use software tools can help builders association executive officers (EOs) become heroes to their boards of directors and association members by giving EOs:

- The information they need to influence board decisions
- A technology investment to meet the needs of today – and tomorrow
- The power to effectively manage every aspect of their associations
- Innovative new sources of non-dues revenue

The session begins Aug. 11 at 4 p.m. MDT. Seminar attendees can pre-register online at www.builderfusion.com/eoc.

New Product Release

At the EOC Seminar the company will also unveil a major new release of its flagship BuilderFusion™ member management software, which is today in use by 50 home builders associations (HBAs) and building industry associations (BIAs) around the United States. This latest version will add a range of powerful enhancements to BuilderFusion, including new accounting tools and more comprehensive event planning.

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“BuilderFusion is proud to be a key sponsor of this year’s EOC Seminar,” said BuilderFusion CEO Mitch Merrifield. “Over the years this conference has given us the opportunity to work very closely with dozens of executive officers from around the country, which in turn has helped to shape our member management solutions to address the very unique challenges faced by HBAs and BIAs.”

About BuilderFusion Inc.

Founded in 2001, BuilderFusion Inc. is an innovative solution provider committed to a singular vision: helping home builders associations (HBAs) and building industry associations (BIAs) leverage the Internet to automate day-to-day administration, strengthen relationships with association members and drive down operating costs. The company’s flagship product, BuilderFusion™, is a Web-based, hosted software package offering a full suite of capabilities addressing the unique business, relationship and communication needs of builders associations. With the support of significant venture investments and a customer list that includes HBAs and BIAs around the United States, BuilderFusion is helping to transform the way residential home builders associate, communicate and grow. For more information, visit www.builderfusion.com.

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