



FOR IMMEDIATE RELEASE

March 1, 2006

BuilderFusion Inc. Acquires Division of Regional Publishing Firm

- *Industry veteran Matt Bennett joins BuilderFusion as general manager of BuilderFusion Publications*
- *Company launches new line of Parade of Homes solutions for HBAs*

SALT LAKE CITY (Fusion Face2Face 2006) – March 1, 2006 – BuilderFusion Inc., #1 in technology for builders associations, today announced it has completed the acquisition of the Parade of Homes division of regional publisher Bennett Communications, adding magazine publishing to BuilderFusion's palette of solutions for home builders associations (HBAs).

As part of the deal, publishing industry veteran Matt Bennett joins BuilderFusion Inc. as general manager of BuilderFusion Publications. Bennett will also retain his position as publisher of Bennett Communications, which publishes Scholastic News Service, Utah Valley Magazine, Utah Valley BusinessQ and Utah Valley Bride.

"The creation of BuilderFusion Publications, and in particular, the addition of Matt Bennett to the BuilderFusion team sets the stage for the company's expansion into new solutions for builders associations," said BuilderFusion CEO Mitch Merrifield. "Matt brings a proven track record of success, a long list of editorial awards and accomplishments, and unmatched expertise in the world of magazine publishing. We expect him to make an immediate impact on the success of the company."

The acquisition and subsequent creation of BuilderFusion Publications is an integral part of BuilderFusion Inc.'s launch of a new line of solutions targeted exclusively at builders associations. The success of the BuilderFusion member management system – software that allows HBAs to combine membership maintenance, accounting and events management in a single, Web-based system – has allowed the company to expand its HBA-specific solutions beyond managing member records to providing the tools and services required to successfully operate Parade of Homes events and other home shows.

This new line of Parade of Homes solutions, collectively known as ParadeDirect, simplifies some of the most challenging aspects of operating a Parade of Homes, including high-quality magazine publishing, event Web site development and Parade management. Integrated with BuilderFusion technology, ParadeDirect is a modular solution, allowing an HBA to select the technology, services or combination of both that would best fit the association.

Magazine Publishing

Most builders associations produce one or more magazine publications to complement a Parade of Homes event and make it more accessible to attendees. Yet many HBAs have had to either rely on a low-quality product from the local newspaper, or pay unnecessarily high rates to a national media company that understands little about the business of a local builders association. In contrast, ParadeDirect magazine publishing is designed exclusively to meet the needs of builders associations, providing an extremely high-quality product while giving local associations more control over the content and direction of the publication.

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Event Web Site Development

Many builders associations recognize the enormous potential of the Web as a powerful marketing and sales tool; but the high cost of Web development and the staff time it takes to keep a site updated makes it difficult for most HBAs to do anything more than just post the dates and times for a Parade of Homes event. ParadeDirect Web tools, formerly known as WebFusion, makes it easier than ever to take a Parade of Homes event online – without the high cost of outsourcing. Using a simple and intuitive set of software tools, builders associations can manage their Parade homes and builders, and then post that information to the Web with just a few clicks of the mouse. Already ParadeDirect Web sites such as UtahParade.com and ColoradoParade.com are attracting tens of thousands of prospective home buyers.

Parade Management and Consulting

For HBAs that want to host a Parade of Homes event, but have no experience doing so, a ParadeDirect solution can include hands-on, customized Parade management and consulting. Deann Huish, executive vice president of the Utah Valley HBA with 18 years experience managing Parade of Homes events, is director of the Parade management and consulting team. As part of ParadeDirect, Deann and team can provide builders associations with a variety of management and consulting packages to fit the needs of any association.

For more information about the ParadeDirect line of Parade of Homes solutions, visit www.builderfusion.com/paradedirect or contact BuilderFusion at 801-765-0191 or info@builderfusion.com.

About BuilderFusion Inc.

BuilderFusion Inc. is #1 in technology for builders associations. 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 a customer list that includes HBAs and BIAs around the United States, BuilderFusion is changing the way builders associations operate, communicate and grow. For more information, visit www.builderfusion.com.

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