

**FOR IMMEDIATE RELEASE**  
**May 21, 2007**



## **BuilderFusion Adds Media Services Superstar to Board of Directors**

*Company expands board as adoption of its publishing and software solutions for HBAs shows dramatic growth*

**OREM, Utah – May 21, 2007** – The former executive vice president of business-to-business media giant Hanley Wood has joined the board of directors of BuilderFusion, the company announced today.

Jack Brannigan comes to BuilderFusion having spent 16 years as a partner at Hanley Wood, a company that also serves the residential and commercial construction industry with 40 trade and consumer magazines and dozens of events and Web properties.

Brannigan's appointment comes at a pivotal time for BuilderFusion. The company not only continues to dominate the market for management software among home builders associations (HBAs), but has also seen double-digit growth in its Parade of Homes solutions, known as ParadeDirect. In 2007 BuilderFusion will publish more than 25 Parade of Homes magazines for associations around the country, in addition to operating many regional Parade Web sites and providing event management consulting to dozens of HBAs.

"BuilderFusion has established a very enviable position as the number one solution provider to HBAs around the nation," Brannigan said. "I look forward to working with the management team and a very talented staff to leverage that market position into an even more promising future for BuilderFusion software and ParadeDirect solutions."

"Having worked with Jack for many years at Hanley Wood, I saw firsthand his talent for turning an exceptional value proposition into exceptional sales," said BuilderFusion financial advisor and shareholder Jim Zielinski, also a former chief financial officer at Hanley Wood. "As a board member and advisor, Jack will play an important role in helping to guide the company through a period of tremendous growth in areas like publishing and event management."

### **A Growing Company**

The addition of a media services veteran to the BuilderFusion board reflects the rapid expansion of the company's business. While the installed base for BuilderFusion software continues to grow at an aggressive pace – today totaling more than 100 HBAs nationwide – adoption of the company's ParadeDirect solutions has also been swift.

Associations in Florida, California, Colorado, Montana, Texas and other states have turned to BuilderFusion to move away from low-quality newsprint publications to full-color, perfect-bound magazines that reflect the craftsmanship and elegance of the Parade of Homes events they showcase. Many have also taken advantage of regional event Web sites – like CaliforniaBuild.net and UtahParade.com – which promote the events of several HBAs, highlighting the homes, providing online ticket sales and awards voting, and offering interactive maps and driving directions.

**-more-**

“The Treasure Coast Builders Association has been running a successful Parade of Homes in Central Florida for 19 years,” said Barbara Padula, membership director for TCBA. “However, for the 2007 event we engaged BuilderFusion, because we wanted to improve the quality and appeal of our public resources, namely our Parade magazine and Web site.

“When the Parade began in March, instead of a low-grade newspaper insert, attendees received a gorgeous, glossy magazine that will likely have a long shelf life,” she said. “And posting our event on FloridaBuild.com was an equally impressive upgrade. Most important, I found that using ParadeDirect for our magazine publishing provided me the opportunity to work more closely with the builders; and because of that, the 2007 Parade of Homes was our most successful event ever.”

For more information about the BuilderFusion ParadeDirect solutions, visit [www.builderfusion.com/paradedirect](http://www.builderfusion.com/paradedirect).

###

**Media Contact:**

Shawn Dickerson

BuilderFusion Inc.

801-765-0191 x801

[shawn@builderfusion.com](mailto:shawn@builderfusion.com)