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BuilderFusion Completes Latest Round of Investment Funding

Company plans to expand its rapidly growing business for Parade of Homes solutions and extend its lead in member management software for builders associations

OREM, Utah – Oct. 17, 2006 – BuilderFusion Inc., #1 in technology and Parade of Homes solutions for builders associations, announced today the completion of a \$1.25 million round of investment funding. The principal investors in the deal include current and former executives from a variety of media services companies.

BuilderFusion raised the funds directly but was assisted in this effort by Zielinski Financial Advisors LLC, a financial consulting firm headed by Jim Zielinski, former chief financial officer of business-to-business media giant Hanley Wood, which also serves the information needs of the housing industry.

According to Zielinski, “This group of investors was particularly impressed with the broad product offerings that BuilderFusion brings to an otherwise underserved market. Today the company has the leading market share of installed member management software among home builders associations, helping those associations operate much more efficiently. In turn, these relationships have quickly translated into a rapidly growing new business segment focused on Parade of Homes magazine publishing and related Web sites.”

Vision Becomes Reality

The investment sets the stage for the next step in BuilderFusion’s strategic growth, as the company evolves its business from software vendor to solution provider, addressing a wide range of unique challenges faced by home builders associations (HBAs) and building industry associations (BIAs).

“From day one BuilderFusion has based its business on building relationships with the hundreds of builders associations around the nation – rather than offering one-size-fits-all solutions to a variety of verticals,” said BuilderFusion Founder Craig Weston. “The first step was to help those associations address common operational issues; and today nearly 80 HBAs have deployed BuilderFusion member management software to eliminate redundant data entry, reduce errors, and save time and money.

“Now the company has entered the next phase of its growth by helping those same associations deliver better services to their members and the public with an array of solutions for Parade of Homes events,” he said.

These solutions, collectively known as ParadeDirect, encompass a suite of products and services that simplify some of the most challenging aspects of operating a Parade of Homes, including high-quality magazine publishing, event Web sites and even custom Parade consulting. Demand for ParadeDirect has shown staggering growth: In just over a year, BuilderFusion’s Parade of Homes business has grown from a promising idea to more than 20 published or contracted Parade of Homes magazines in California, Florida, Utah, Montana, Colorado and other areas; and

regional Parade Web sites like UtahParade.com, CaliforniaBuild.net and FloridaBuild.com are attracting millions of page views.

“These funds come to BuilderFusion at exactly the right time,” said BuilderFusion CEO Mitch Merrifield. “New capital will allow BuilderFusion to take advantage of its already commanding lead in the market for member management software, while quickly expanding to meet increasing demand for ParadeDirect.

“Clearly BuilderFusion occupies a unique and enviable position in a very attractive market,” he added. “The company is poised for tremendous success.”

About BuilderFusion Inc.

BuilderFusion Inc. is #1 in technology and Parade of Homes solutions for builders associations. The company’s flagship product, BuilderFusion™, is a Web-based 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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