

FOR IMMEDIATE RELEASE

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HomeFront to Showcase Award Winning Construction Management Software at HomeBuilder Renovator & Expo 2010

In addition to featuring award-winning HomeFront Software Suite, Company will introduce Job Simplicity - its newest job costing application integrated with QuickBooks® and Simply Accounting by Sage.

Calgary, Canada – November 23, 2010 - HomeFront Software™ (www.homefront-software.com), a developer of home building and construction management software, has announced their participation as an exhibitor at Canada's largest residential trade show The HomeBuilder & Renovator Expo occupying exhibit space #239. In addition to featuring the award-winning HomeFront Software Suite for residential home builders, HomeFront will introduce Job Simplicity – its newest construction management application integrated with QuickBooks® and Simply Accounting by Sage.

Scheduled for December 1-3, 2010 in Toronto Ontario, HomeBuilder & Renovator Expo is Canada's largest residential trade show and conference for builders, renovators, architects & contractors. "We are excited to participate in this expo as it is one of the premier events in the industry and a fantastic opportunity for us to exhibit the products and technologies residential builders & contractors want and need," says Daryl Shenner, CEO at HomeFront Software. "In addition, we're excited to have such a high-profile venue for showcasing our newest product, Job Simplicity."

Job Simplicity integrates with QuickBooks and Simply Accounting by Sage, giving smaller builders & contractors affordable access to a complete construction management system without the cost and hassle of replacing their entire accounting system. Like other HomeFront products, Job Simplicity offers the ability to manage the entire building process – estimating, purchasing, scheduling, and service and warranty – all within one integrated and easy-to-use system. To survive in a tough market, residential builders of all sizes – from small custom contractors to production home builders – have turned to building process management software to optimize job costing and construction management.

Shenner says it's all part of the company's philosophy about home building software development. "What makes HomeFront unique is that we develop software products that integrate with many popular accounting systems. Our objective is to make it easy for anyone, from smaller residential builders to large

commercial contractors to, to take advantage of construction management tools that plug right into their existing accounting software.”

Visit www.jobsimplicity.com about Job Simplicity for QuickBooks and Simply Accounting by Sage or www.homefront-software.com for more information about HomeFront Software.

About HomeFront Software

HomeFront Software, based in Calgary, Canada, is a leading home builder management solutions provider that offers a complete solution for the entire home building process from one, easy-to-use software system. HomeFront provides home builders of all sizes with the real-time information necessary to make the business decisions that will maximize profits before, during, and after construction. HomeFront is a collaborative effort of technology experts who have been working in the residential building industry for over 20 years. The company was created to provide home builders with the tools they need to manage their businesses and WIN in today’s competitive residential market.

About Construct Canada

The 22nd edition of Construct Canada offers more exhibits, special features, enlightening seminars and networking opportunities for success. With over 1050 exhibits, Construct Canada will be held concurrently with HomeBuilder & Renovator Expo, PM Expo, Concrete Canada, and the DesignTrends Pavillion featuring the very latest in products, technologies, best practices and applications for the design, construction, operation, retrofit, and renovation of all types of buildings.

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