

For Immediate Release

December 1, 2008

HomeFront Software™ and Builder1440 Form Unprecedented International Alliance, called HomeFront Complete

Builder1440 and Canadian-based HomeFront Software Offer First Ever Complete Front-to-Back-End Management Solution that is Fully Integrated with Both Sage Timberline Office and Sage Master Builder

Calgary, Canada and Baltimore, Maryland – December 1, 2008 -- HomeFront Software™, a leading Canadian-based provider of management solutions for homebuilders of all sizes, and Builder1440, the premier provider of homebuilder sales and CRM software, created the **HomeFront Complete** alliance to provide homebuilders in the U.S. and Canada that use Sage Timberline Office or Sage Master Builder, the first ever fully integrated solution for managing the entire homebuilding process, before, during, and after construction.

“Today’s tough economic environment requires homebuilders to manage every lead and every stage of the home buying and building processes precisely to build solid customer relationships from the first moment a customer shows interest throughout the entire construction process,” said Matt McShane, Vice President, Builder1440. “**HomeFront Complete** offers homebuilders a total round-trip solution in both front and back-end technology especially for builders using Sage Master Builder.”

“**HomeFront Complete** helps builders manage their businesses tighter, with fewer costly mistakes and maximized profits,” said Daryl Shenner, CEO HomeFront Software. “During these tough economic times, we are excited about offering the **HomeFront Complete** solution to our customers as well as to Sage users at the market’s most competitive price. It is the ideal marriage of front- and back-end technology, offering homebuilders even greater relief and increased capabilities when managing the sales and building process.”

With this agreement, HomeFront Software has launched, *CustomerBuilder*, powered by Sales1440, a new front-end sales tool in its award-winning HomeBuilder Management Tool Kit. *CustomerBuilder* provides HomeFront customers with a web-based, on-demand sales automation and Customer Relationship Management tool that is necessary for builders to obtain and retain a strong customer base. The powerful integration of HomeFront’s Tool Kit with Sage Timberline Office and Sage Master Builder further allows homebuilders to develop a streamlined process to manage each aspect of their building projects, beginning with the initial stages of the sales cycle.

Builder1440 has aligned with HomeFront because it has the distinct ability to help U.S. and Canadian builders better manage construction and labor costs, create multiple scenario estimates and pricing based on forecasted costs, fully integrate with the builder’s accounting system, among other necessary elements essential to keeping a firm handle on the entire construction cycle.

Recognizing the increasing difficulties in the housing market and the need to manage each stage of the home building cycle more efficiently, Builder1440 and HomeFront Software developed **HomeFront Complete** to follow on their commitment of providing the best technology solutions for managing their customers’ home building businesses.

ABOUT HOMEFRONT SOFTWARE™

HomeFront Software, based in Calgary, Alberta Canada, is a leading homebuilder management solutions provider. HomeFront offers the only technology in the market that is fully integrated with both Sage Timberline Office and Sage Master Builder and manages the entire homebuilding process from one simple-to-use software system. HomeFront's unique ability to manage all stages of the building process provides homebuilders 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.

ABOUT BUILDER1440

Builder1440, LLC is the leading provider of sales and marketing solutions for homebuilders. Skilled with a deep vertical knowledge of the homebuilding industry and extensive technical expertise, our team designs and develops Internet-based software solutions that are currently in use by hundreds of builders across North America. Builder1440's software and IT services increase profits and decrease costs throughout all stages of the home buyer life cycle.

###

Contacts:

Melanie Tornqvist
HomeFront Software
1-866-716-7291
Melanie@homefront-software.com

Tim Kassouf
Builder1440
410-843-3823
tkassouf@g1440.com