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For Immediate

Housing Industry Veteran Jonathan Smoke Joins Hanley Wood Market Intelligence to Lead Product Development Team

Costa Mesa, CA, February 9, 2009 –Hanley Wood Market Intelligence is pleased to announce the addition of Jonathan Smoke as Senior Vice President, Products and Innovation. In this new role, Jonathan will manage the market intelligence products and drive the future direction of their content and technology. Jonathan has built his reputation as a housing industry expert and brings his experience in consulting, analysis, strategic planning, market research and technology to Hanley Wood Market Intelligence.

“Jonathan’s experience and knowledge of the homebuilding industry will propel our strategic planning and development of research solutions to the next level.” said Andrew Reid, President of Hanley Wood Market Intelligence. “We continue to enhance our product offering to support the strategic needs of our clients and the industry with the most relevant research and analysis.”

Jonathan Smoke is a well respected industry blogger and founder of BlueSmoke, a market research and advisory firm that started and grew several industry focused web sites. His unique background has given him first-hand knowledge of all aspects of the business and how to leverage technology and intelligence to enable builders, developers and industry suppliers to make informed business decisions.

Prior to starting BlueSmoke, Jonathan spent over a decade consulting or working inside national public builders as the industry grew and began leveraging technology and best practices from other industries. He was a senior executive at Beazer Homes for a number of years and held strategic positions ranging from leading Beazer’s technology team and developing their award winning customer web-sites to overseeing their corporate strategy for planning, market research, and operational performance management.

“I am thrilled about joining Hanley Wood at such a critical time in the industry. The company has a fantastic platform and an ambitious strategy to provide the intelligence and insight needed to navigate through difficult times, position investments for optimal future returns, and reach and convert customers cost-effectively,” said Smoke. “I have tremendous respect for Hanley Wood and look forward to helping all parts of the company leverage the best intelligence we can produce for the benefit of our end clients and the industry.”

About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data, and custom marketing solutions. The company also is North America’s leading publisher of home plans. **Hanley Wood Market Intelligence** is the housing industry’s leading provider of rich data and analytical services on residential real estate development and new-home construction. The division’s customers include home builders, developers, lenders, and building-product manufacturers. Clients use the division’s products and services to make critical business decisions on everything from pricing strategy and construction financing to geographic expansion and target marketing. Through proprietary software products and research reports, **Hanley Wood Market Intelligence** also provides customers with analysis of key trends affecting the housing market.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.