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**For Immediate Release**

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### **Hanley Wood Market Intelligence Unveils [www.NewHomeListings.com](http://www.NewHomeListings.com)**

Costa Mesa, CA, April 21, 2009 – Today, Hanley Wood Market Intelligence, in partnership with DataSphere, launched [www.NewHomeListings.com](http://www.NewHomeListings.com), a consumer focused website that will connect potential new home buyers to builders by featuring the most comprehensive database of new home community information available online. The NewHomeListings.com approach offers several distinct advantages over other national and regional web sites with new home listings:

- 1) The site will be more compelling to consumers because of its unique and comprehensive content. With approximately 14,000 communities, NewHomeListings.com has twice as many communities as its competitors, covering national, regional and local builders.
- 2) Listings and leads are free. NewHomeListings.com does not charge builders for basic listings or to receive leads. This is a significant advancement from today's business model for this service. Eventually builders will have the opportunity to upgrade their services levels for a fee.
- 3) The NewHomeListings.com platform will deliver greater traffic and actionable leads through its robust syndication network. This network was customized to maximize lead volume and lead quality from other online sites, including sites that currently have no new home content.

“By becoming a marketing partner with our builder clientele we hope to strengthen all of our product offerings throughout the homebuilder community” said Andrew Reid, President. “[www.NewHomeListings.com](http://www.NewHomeListings.com) will help new home builders sell homes and benefit the homebuilding industry as a whole.”

“With a tremendous depth of rich information for each property, NewHomeListings.com provides the best way for consumers to get a real sense of which new homes are best suited to their needs” stated Satbir Khanuja, CEO, DataSphere. “We are very pleased that Hanley Wood has chosen to use TotalSite™ by DataSphere to power the world class Web site experience on this valuable new resource for builders and consumers alike.”

Visit [www.NewHomeListings.com](http://www.NewHomeListings.com) for more details.

#### **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.

#### **About DataSphere**

DataSphere Technologies, Inc. (<http://www.DataSphere.com>) is a Software as a Service (SaaS) Web technology company. The DataSphere Web Suite offers a comprehensive site creation, hosting and management solution for rich data catalogs that gives Web site owners access to a range of best in class capabilities for automatically attracting traffic from across the Web and delivering an outstanding in-site experience. In addition to powering its own market-leading Web sites (<http://www.ResortScape.com>) and [LandWatch.com](http://www.LandWatch.com) (<http://www.LandWatch.com>), DataSphere powers Web site experiences for more than 50 other leading companies, including Time Warner Inc., Meredith Corporation, Readers Digest Association Inc. and Hanley Wood, LLC.

DataSphere is headquartered in Bellevue, Washington, USA and led by a team of Internet veterans with backgrounds from Amazon.com, IMDb, Microsoft, RealNetworks and AltaVista.

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