



FOR IMMEDIATE RELEASE

BC Newspaper Group and New Home Buyers Network Inc. announce partnership in on-line new home market

B.C. – October 5, 2000 – BC Newspaper Group, representing a chain of community newspapers throughout British Columbia, and its parent company Black Press, today announced that it has signed an agreement with **New Home Buyers Network Inc.** (NHBN) to jointly develop the **bcnewhomes.com**, the leading website for on-line new home searching.

“This agreement opens the entire BC market to NHBN, and we couldn’t have partnered with a better chain of newspapers,” said Sam Reiss, president of NHBN. “BC Newspaper Group will bring the much needed exposure of **bcnewhomes.com** in the traditional media to our target audience, the new home buying public. This partnership also gives us an edge because we can offer our builder clients significantly increased promotional and advertising exposure. We intend to become the search engine to showcase new homebuilders and developers to the new homebuyers across the country. This agreement brings us another step closer to meeting our objective,” he said.

bcnewhomes.com is part of Canada’s largest network of new home websites developed by NHBN, including The Toronto Star’s **newinhomes.com**, Hamilton Spectators’ **specnewhomes.com**, served by a search engine that has a regional focus with a global scope. Kitchener-Waterloo Record’s **recordnewhomes.com** is next in line to be launched, as is **albertanewhomebuyers.com** in Alberta. Plans are underway for expansion throughout the rest of Canada, the U.S. and abroad.

The site helps potential homebuyers find purchase options by specific location, type of home and price range. The system generates a customized list of new home/condominium sites that meet their criteria. Users can view model homes, floor plans, builder profiles, site maps and gather community information. A 360 degree virtual “home tour” is also available.

Rick O'Connor, spokesman for BC Newspaper Group remarks, “We are very pleased to form this partnership, as we aggressively develop our internet business. We will now be in a position to service our readers who may be in search of new homes, as well as provide our builder advertisers another means of reaching new home buyers. **bcnewhomes.com** will become one of the building blocks of our community portal strategy.”

bcnewhomes.com will feature weekly home editorial content from the pages of the selected newspapers, and links to services for prospective new home purchasers.