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The Rapidly Growing *New Home Buyers Network* Welcomes New Partner *The Hamilton Spectator*

Monday, November 6, 2000...(Toronto, Canada) – As a leading developer of a search engine for online marketing of new homes and condos, the New Home Buyers Network (NHBN) is peaking the interest of major media outlets across Canada to become partners in this quickly expanding venture. The NHBN proudly welcomes The Hamilton Spectator from the Torstar family of newspapers as one of many major partners. The website has quickly positioned itself as the leader in centralized on-line new home market services with a regional focus and a global reach.

"The interest in clicking into the new home market on-line has been phenomenal," states Sam Reiss, president of NHBN. "And this is just the beginning. The partnerships we are already negotiating will develop a healthy convergence of different media - radio, television, newspapers - which is essential in today's business world," he adds.

Doris Irvine of the Hamilton Spectator is pleased with the outcome. "With the development of **specnewhomes.com**, we will share a new vehicle with New Home Buyers Network to aggressively develop our internet business. We can now offer our readership an added service in the rapidly growing new home buying marketplace."

The Hamilton Spectator will benefit from the alliance with the expansion of its reach into a non-traditional medium with the creation of **specnewhomes.com**, while the newspaper will bring a solid and broad base of consumers to the partnership. At present, The Hamilton Spectator readership stretches across a wide area including Hamilton, Wentworth and the Niagara region.

The website helps potential home buyers find purchase options by specific location, type of home and price range. The system generates a customized list of new home or condominium communities 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.

Earlier this month, NHBN announced a partnership with BC Newspaper Group and its parent company Black Press, which represents a chain of community newspapers throughout British Columbia. The

partners will jointly develop **bcnewhomes.com**, the leading website for on-line new home searching for the province.

"The applications are endless," continues Reiss. "These partnerships give us an edge because we can offer our builder clients significantly increased promotional and advertising exposure, while offering a much valued service to the home buying public. We will be the search engine to showcase new home builders and developers to new home buyers across the country and beyond."

specnewhomes.com and **bcnewhomes.com** are part of Canada's largest network of new home websites developed by NHBN, which also includes The Toronto Star's **newinhomes.com**. The Kitchener-Waterloo Record's **recordnewhomes.com** will be launched shortly as well as **albertanewhomebuyers.com** in Alberta. Plans are underway for expansion throughout the rest of Canada, the U.S. and abroad.