



FOR IMMEDIATE RELEASE

NHBN and UCC TotalHome[®] of the Greater Toronto Area Make A House A Home

**- UCC TotalHome[®] of GTA Latest Sponsor of New Home
Buyers Network -**

Thursday, January 17, 2002 (Toronto, ON, Canada) – According to statistics, new homeowners will make 68 percent of all furnishing and decorating decisions for their home in the first 12 months of ownership. Planning, building, furnishing or decorating a home is fun, yet can be costly. Finding brand name furniture and appliances at an affordable price is often the greatest challenge. Not anymore, thanks to **UCC TotalHome[®] of the Greater Toronto Area** (Mississauga, Toronto East, Toronto North, Toronto Northwest), franchises of the most successful home decor membership shopping experience in the world, which recently signed a sponsorship agreement with the **New Home Buyers Network (NHBN)**, Canada's leading network of search engines for online marketing and advertising of new homes and condominiums.

Under the terms of this sponsorship, **NHBN** will promote and provide

continuous brand identification of the **UCC TotalHome of GTA** products and services to its extensive client base of home buyers. **UCC TotalHome of GTA's** name, logo and link to its website, www.ucctotalhome.com/ad/newinhomes.asp, will appear throughout the site and mainstream print advertising. The **newinhomes.com** website will promote the **UCC TotalHome of GTA's** information on its home page, furniture section and the new home email information area. **UCC TotalHome of GTA** will also be participating in up-coming interviews on the **NHBN's** "Your New Home" radio program, which airs every Sunday, with host Karen Horsman, from 3pm-4pm on CFRB 1010AM.

Only **UCC TotalHome of GTA** provides the convenience of shopping for custom home furnishings, home improvement and building supplies to a select client base at one location without having to travel from store-to-store to find the best prices, the best quality or the best selection. **UCC TotalHome of GTA** can help make a house a home and save a homeowner a considerable amount of money in the process • at prices that will make contractors envious.

"The **UCC TotalHome of GTA** services are a natural fit on our website," says Sam Reiss, President of the **NHBN**. "We strive to provide home buyers with the most comprehensive information about new homes and we are very pleased to have **UCC TotalHome of GTA** to strengthen what we have to offer in the area of home furniture and home décor on the site.

"The **New Home Buyers Network** appreciates the benefits of strategically aligning with companies that provide the best services for home purchasers," says Rene DeSantis, **NHBN** CEO. "This alliance allows us to offer the kind of information that most new home buying clients are seeking," he adds.

"This is a great opportunity for new home buyers to not only

purchase their new home, but to furnish and decorate it as well. **UCC TotalHome of GTA** members have the ability to purchase virtually everything for in and around the home at savings up to 50 percent and more," says Cam Muscroft, Owner of **UCC TotalHome of Toronto East**.

About New Home Buyers Network Inc.

NHBN is a multi-faceted resource to help potential home buyers find an array of new homes in Canada easily and instantaneously by Internet. The search for a home can be narrowed by specific location, type of home and price range. The **NHBN** website then generates a customized list of new home or condominium communities that meet the specified criteria. Last month, **NHBN** boasted more than two million page views and has more than 180 builders involved with the site.

NHBN is, at present, made up of seven regional web sites, which includes The Toronto Star's **newinhomes.com**, The Hamilton Spectator's **specnewhomes.com**, The Guelph Mercury's **mercurynewhomes.com**, Kitchener-Waterloo's The Record **recordnewhomes.com**, The Cambridge Reporter's **reporternewhomes.com** and the BC Newspaper Group's **bcnewhomes.com**. These sites are prominently featured as the source for new homes on other major web sites such as thestar.com, toronto.com and 14 local papers' sites from the BC Newspaper Group. The Alberta site (**abnewhomes.com**) will soon be launched, while plans are underway for expansion throughout the rest of Canada, the U.S. and abroad.

UCC TotalHome®

For more than 30 years, **UCC TotalHome®** has been in the business of saving hundreds, even thousands, of dollars for its hundreds of thousands of members across North America, enabling members to enjoy the benefits previously reserved for purchasing agents from retail stores. **UCC**

TotalHome offers an abundance of products from hundreds of brand name manufacturers and their authorized suppliers. Members pay what the stores pay before they mark it up, plus appropriate taxes, freight, handling fee and manufacturer's service charge, if applicable, and they enjoy privileged access to extended product lines, not just the items selected by the stores' buyers. **UCC TotalHome** has grown to be the largest and most successful organization of its kind in the world, with over 80 locations in 25 states and Canada.

For more information, please contact:

Maimu Molder or Dani Stern - Wire Communications/ Public Relations

Tel: (416) 222-9164, Fax: (416) 222-1435

E-mail: maimu@wirecommunications.ca or dani@wirecommunications.ca