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BuilderMT and AVID Ratings Ink Deal to Integrate Their Systems and Bring Award-Winning Services and Customer Surveys to Nation's Top Builders

Defying trends, BuilderMT and AVID Ratings experience strong sales and partner to offer services to a combined list of America's top-performing, most-admired builders.

Lakewood, Colorado—August 21, 2007— BuilderMT, the nation's leading provider of production management software for residential home builders, today announced that it has inked an exclusive deal with AVID Ratings to integrate and co-market their systems and services. BuilderMT and AVID Ratings will now work together to co-market each other's services to their builder customers, an extraordinary list that contains a who's who of America's top-performing and most-admired builders.

BuilderMT and AVID Ratings also agreed to integrate their systems so that AVID Ratings' powerful survey tools can use data directly from BuilderMT software. Builders using BuilderMT's and AVID's software will be able to populate their customer satisfaction surveys through direct access to a single source of highly-detailed and authoritative data contained within BuilderMT. The integration of BuilderMT and AVID will supercharge the customer satisfaction survey process with a level of ease, automation, and precision that is otherwise unavailable to today's builders.

AVID Ratings is widely seen as the national leader in customer satisfaction surveys and customer loyalty management. BuilderMT is the acknowledged leader in production management solutions; the company is the nation's best-selling, most-award-winning builder software solution. Builders using BuilderMT software construct 20% of the nation's new homes.

AVID Ratings' powerful survey tools offer enterprise-level customer loyalty management that brings a level of sophistication and ease to the customer survey process. With AVID Ratings, builders can use house-specific data to survey customer satisfaction at extremely granular levels, such as by floor plan, or even by employee. Builders can gain insight into what may be tarnishing their brands and suppressing the good referrals that are a builder's lifeblood, especially in down markets.

BuilderMT software is the nation's most sophisticated production management suite, and its solutions also offer builders a supreme level of operational automation and precision. Whether it is a wireless scheduling solution for subcontractors, a workflow management system for superintendents, purchasing and work-order modules, or post-construction warranty management services, BuilderMT offers solutions that are widely admired for their performance and value.

"Quality builders who seek to really perfect their operations invariably seek excellence in multiple performance categories, whether it is customer surveys or production management," said BuilderMT's president, Tom Gebes. "We see in AVID Ratings' customer base what AVID sees in our customer base: top-performing builders eager to work with only the best technology solutions. So, this mutual marketing effort is a perfect fit of like-minded companies with like-minded customers."

"Our customer base is made up of builders who are extremely dedicated to create a delightful customer experience, and we clearly see this instinct in the BuilderMT customer base as well," said Paul Cardis, AVID Rating's CEO. "This marketing agreement presents a mutual opportunity for us to extend each company's extraordinary capabilities into a broader user base to the benefit of all concerned."

About AVID Ratings

AVID Ratings Co. is a full-service customer loyalty management firm, which provides enterprise-level surveys, organizational consulting, and proprietary solutions to convert delighted customers into increasing profitability. Working with AVID Ratings means going beyond just surveys, it means accessing solutions that significantly improve the bottom line.

To learn more, visit <http://www.avidratings.com>

About BuilderMT

BuilderMT software has established itself as the best-selling, most award-winning software suite for residential home builders of nearly any size, with year-on-year growth that outpaces all of its competitors, combined.

Recent awards for BuilderMT include:

- Tom Gebes named to *Builder* list of the Fifty Most Influential People in the Home Building Industry, 2006
- *ConstrucTech* Hottest Company of the Year 2006
- *ConstrucTech* Vision Awards for 2006—Graham Hart Home Builder
- *ConstrucTech* Vision Awards for 2006 overall Team Award—Generation Homes

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- *Home Builder Executive Magazine* 2006 Award for Scheduling Software
- *Home Builder Executive Magazine* 2006 Builder Technology Innovation Award
- Tom Gebes, President of BuilderMT, Ernest and Young Entrepreneur of the Year Finalists for 2006
- *ConstrucTech* Vision Awards for 2005—Delcor Homes
- *ConstrucTech* Hottest Technology of the Year 2005
- *TechHomeBuilder* High Impact Products of the Year 2004

For large and medium-size home builders in the \$250 billion home building industry, BuilderMT software provides highly customizable building process management software that works in tandem with Sage Timberline Office accounting and estimating software, systems used by one in four of the Builder 100. BuilderMT systems have been purchased by more than 600 corporations and 7,000 individuals that manage nearly 300,000 housing starts annually, more than 20% of the new-home market. BuilderMT is widely recognized as a leader in process-driven, best building practices for builders, as well as customer service, warranty applications, online training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a debt-free, highly profitable company that invests its profits back into infrastructure and software development.

To learn more, visit www.BuilderMT.com, or call (888) 757-1991.

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