



BuilderMT Names the Building Industry's Top Media Relations and Marketing Firm to Generate Awareness for its New Products

Wagner Media Will Bring BuilderMT's Message of Product Stability, New Software, and Stable Ownership to a Building Industry Eager for Proven Solutions and Innovation

Lakewood, Colorado—November 9, 2004 — BuilderMT—the nation's leading provider of production management software for residential homebuilders—today announced it has retained Wagner Media to generate publicity and industry excitement for its new software products. BuilderMT recently announced it is undertaking an aggressive rollout of new software products and enhancement, leading up to the release and demonstration of its new "wireless scheduling" tools at the International Builders' Show in Orlando, FL in January 2005. To boost awareness of these products, Wagner Media will use its extensive contacts and well-known influence to reach out to the industry trade press, to industry consultants, and to builders at large to make them aware of BuilderMT's innovative software and powerful capabilities.

Based in Chapel Hill, North Carolina, Wagner Media is widely known as the building industry's most effective and influential media relations and marketing consulting firm. Its list of clients, past and present, is a who's who of leading building technology companies, including Bosch Digital Power Tools, BuildLinks, BuildTopia, and BuildNet. Wagner Media has also conducted numerous national web-based surveys for Hanley Wood's *Big Builder* magazine.

"Wagner Media is widely known in the building industry as the 'go-to' media relations and marketing firm for companies that want to get their message out to the industry trade press, to industry consultants, and to the builder community," said Tom Gebes, President, BuilderMT. "Their contacts, industry awareness, and knowledge of the competitive landscape of software companies are widely respected, and we are thrilled to be working with them."

"BuilderMT is one of those rare companies in the homebuilding software sector that is rolling out future-ready, innovative software and upgrades on schedule. What's even more impressive is that builders have responded with stellar reviews of the products and support," said Wagner Media's John Wagner. "In a software industry plagued by rapid turnover of ownership and unsure futures, BuilderMT is a beacon of stability, and Wagner Media is confident it can take BuilderMT's winning message to market."

Already the homebuilding industry's most-advanced project management software, BuilderMT will now offer these new features "*Click to Learn*," where training on BuilderMT can be done from the builder's desktop and *One-Click Software* "Auto-Updates," where the latest version of BuilderMT is available for instant download through a desktop link.

Perhaps most importantly, BuilderMT will be introducing a secure wireless scheduling tool that allows any authorized field worker to use wireless devices (such as cell phones and PDAs) to update BuilderMT from any location. Because BuilderMT is tightly linked to Timberline® Office, these field updates will be integrated directly into the Timberline Office accounting system. As part of Best Software, Timberline Office provides integrated financial and operations software for the construction and real estate industries.

About Wagner Media

For technology companies in the building sector, Wagner Media is the industry's premier media relations and marketing firm. Its clients past and present include Bosch Digital Power Tools, BUILDERadius, Builderfinish, The Builders' Circle, BuildLinks, BuildTopia, The Daniels Group, and Sales Simplicity. Led by John Wagner and Brian Strombotne, Wagner Media has more than 40 combined years of experience working with the building industry's leading software, technology, and manufacturing companies. For more about Wagner Media, visit www.WagnerPR.com, or call (919) 929-8429.



About BuilderMT

For large and medium-size homebuilders in the \$250 billion homebuilding industry, BuilderMT provides highly customizable building process management software that works in tandem with Timberline Office accounting and estimating software. BuilderMT has been purchased by over 400 corporations and 2,800 individuals to manage over 140,000 housing starts annually. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for builders, as well as customer service, warranty applications, on-line training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a profitable company that puts its profits back into the infrastructure and software development. To learn more, visit www.BuilderMT.com, or call (888) 757-1991.

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Contact:

John D. Wagner
JDWagner@wagnerpr.com
(919) 929-8429

Brian P. Strombotne
Bstrombotne@wagnerpr.com
(919) 676-4321