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FOR IMMEDIATE RELEASE

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Ply Gem® Windows Joins HomeSphere

Partnership to expand brand in the residential construction industry

(Lakewood, Colo. – July 29, 2009) Despite a near-halt in residential home starts, North Carolina-based Ply Gem® Windows has found an innovative way to beat the recession. The distributor of exterior building products has joined HomeSphere, the nation's leading provider of web-based services to constituents throughout the residential construction supply chain.

Ply Gem® Windows joins more than 70 other manufacturers currently using HomeSphere's BRI® Program to manage rebates for homebuilders and, in turn, grow their market share. In return, builders gain access to cost savings on a range of the company's window products offered through HomeSphere's technology-leveraged services.

"The BRI partnership provides a powerful tool to further extend our national manufacturing and distribution network," said Jeff Klein, Senior Vice President for Ply Gem Windows. "We've recently consolidated our window brands, and HomeSphere provides a platform to communicate the change to new builders and distributors and to grow market share among our potential customers."

Designed to streamline the residential building supply chain, BRI is a unique Web-based service serving both manufacturers and builders. Manufacturers use BRI to access more than 1,100 builders on the program, gaining advanced understanding of their supply chain and increased exposure for their products through an efficient rebate management program. As a result, they gain inroads to new accounts and build recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, keeping them on the cutting edge as they improve their bottom line.

In late 2008, HomeSphere added BestContractors.com to their web-based platform. Building product manufacturers such as Ply Gem® Windows will soon have an additional tool for building brand awareness among remodeling contractors.

"BRI is a powerful marketing tool," said Chris Toth, HomeSphere's Vice President of Sales. "Particularly during trying times for the residential building industry, our customers and clients gain much-needed awareness for their brands."

About HomeSphere

Colorado-based HomeSphere offers sales effectiveness tools and supply chain services that combine Web-based technology, market intelligence and relationships to increase profitability for trading partners throughout the construction supply chain. More than 1300 homebuilders and over 70 brands use HomeSphere's Web portal to connect, collect and compete, while remodeling and repair professionals gain market share and attract consumers. Please visit HomeSphere at www.homesphere.com for more information.



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About Ply Gem

Ply Gem, headquartered in Cary, N.C., is committed to helping North America's homebuilders, remodelers, architects, distributors, dealers and retailers do more than build homes. Ply Gem wants to help them build their business. The Company offers an unmatched solution to exterior building product needs with a portfolio that includes leading window, door, siding and accessories, stone veneer, fence and rail brands so there is something for every project. Ply Gem siding brands include Mastic Home Exteriors™, Variform®, NAPCO®, United Stone Veneer™, Kroy®, Cellwood®, Georgia Pacific, DuraBuilt®, Richwood®, Leaf Relief® and Monticello® Columns. Ply Gem windows manufactures and markets vinyl, vinyl-clad, wood-clad, aluminum-clad, and aluminum window and patio door brands including Ply Gem® Windows, CWD® Windows and Doors and Great Lakes® Window. The Company's brands are sold through short-line and two-step distributors, pro dealers, home improvement dealers and big box retailers. Ply Gem employs more than 4,700 people across North America. Visit www.plygem.com for more information.

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