



FOR IMMEDIATE RELEASE

Futureway Communications' Sponsorship of New Home Buyers Network Makes Connection With Home Purchasers

Monday, October 22, 2001 (Toronto, ON, Canada) – As every home buyer knows, purchasing a home involves a lot more than signing on the dotted line. New Home Buyers Network (NHBN), Canada's leading network of search engines for online marketing and advertising of new homes and condominiums, has signed a sponsorship agreement with Futureway Communications Inc. – the leading provider of fibre optic connectivity solutions for the modern home. Since NHBN provides home buyers with the most comprehensive information about new home purchasing, Futureway's exceptional digital communications services for the home are a natural fit.

Under the terms of this sponsorship, NHBN will promote and provide continuous brand identification of the Futureway products and services to its extensive client base of home buyers. Futureway's name, logo and link to its website, www.futureway.com, will appear throughout the site and mainstream print advertising.

"We are pleased to welcome Futureway as the latest sponsor of the New Home Buyers Network," says Rene DeSantis, NHBN CEO. "Their alliance allows us to offer the kind of technology most new home buying clients are seeking."

"As the leading supplier of comprehensive information to new home buyers, the New Home Buyers Network appreciates the benefits of strategically aligning with companies that provide the best services for home purchasers," adds Sam Reiss, President of the NHBN.

"People want choice and simplicity," explains Steven McCartney, President and CEO of Futureway. "We deliver this and do it faster and with cutting-edge technology today. Fibre optics is many, many times faster than anything out there now, meaning new home buyers are ready for the future today."

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 nearly two million page hits 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 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.

About Futureway Communications Inc.

Futureway is a facilities-based broadband service company that provides residential and business solutions. Services are available in a single bundle or sold individually. Futureway provides digital quality telephone service, high-speed Internet access and crystal clear digital television over a secure network.

For more information, please contact:

Maimu Molder or Dani Stern - Wire Communications/ Public Relations

Tel: (416) 222-9164

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

Or

Cheryl Gray

Futureway Communication/ Director, Marketing

Tel: (905) 326-0044

E-mail: cgray@futureway.ca