



Wednesday, Nov. 3, 2002 (Toronto) - Alan K'necht has been appointed to the position of Technical Business Strategist at the New Home Buyers Network (NHBN) with a focus to provide strategic guidance on all new web based research, development and implementation. This includes the evaluation of new technologies for use by NHBN and its business partners.

Mr. K'necht has worldwide recognition as an authority on business practices on the Internet as well as issues of globalization/internationalization and the web. His expert opinion on industry issues is regularly sought after by media and conference organizers in his native Canada, the United States and Australia and his expertise with technical issues has lead to articles featured in publications in the USA, Australia, Singapore, Taiwan and India. Some of Mr. K'necht's past clients include Bell Canada, Brandera.Com Inc, Canada Life Assurance, Hudsons Bay Company, Region of Peel and Rogers Communications.

The New Home Buyers Network is a multi-faceted resource that helps potential new home buyers find an array of homes and homes-related products and services from institutions for banking, mortgages, utilities and furniture in Canada both easily and quickly via the Internet. The NHBN consists of five related regional websites in Ontario, one in BC, with plans for expansion across Canada and North America.

For more information, please contact:

Dani Stern - Wire Communications/ Public Relations

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

E-mail: danistern@wirecommunications.ca