



FOR IMMEDIATE RELEASE

New Home Buyers Network Goes South-west

- Kitchener-Waterloo, Cambridge and Guelph Link Toronto and Niagara-

Thursday, April 5, 2001...(Toronto, Canada) – As the foremost architect of search engines for online marketing of new homes and condos, the New Home Buyers Network (NHBN) has interested major media outlets across Canada to become partners in this rapidly expanding endeavor. Therefore, it's not surprising that the Torstar Daily Newspaper Group is expanding its participation in the NHBN to include the Kitchener-Waterloo Record (**recordnewhomes.com**), the Cambridge Reporter (**reporternewhomes.com**) and the Guelph Mercury (**mercurynewhomes.com**). The Toronto Star and the Hamilton Spectator sites went live last year and since then, have offered net surfers the perfect means for locating new homes for sale in the areas of their choice.

Larger communities in South Western Ontario, in cities such as Kitchener-Waterloo, Cambridge and Guelph, are growing rapidly as people move beyond Toronto in search of peaceful, family-oriented neighborhoods. The Kitchener-Waterloo region is seeing substantial growth in the high-tech industry and predicts further expansion, despite the stock-market turmoil that is causing many companies to slash jobs. Because of this growth, the South Western region has become an ideal location for the NHBN to offer new home information for the area to anyone in the world with a computer and Internet connection.

“The interest in clicking into the new home market on-line has been

phenomenal,” states Sam Reiss, president of NHBN. “And this is just the

beginning. The partnerships we are negotiating will develop a healthy

convergence of different media - radio, television, newspapers - which is

essential in today's marketplace," he adds. "At present, South Western

Ontario is experiencing major growth, which promises to continue. Our

partnerships will secure a simple, convenient and reliable way to find the best

of what the region has to offer in new homes and condominiums."

The website is a multi-faceted resource to help potential home buyers find an array of new homes. The search can be narrowed by specific location, type of home and price range. The system then generates a customized list of new home or condominium communities that meet the specified criteria. Users can view model homes, floor plans, builder profiles, site maps and gather community information. An amazing 360 degree virtual "home tour" allows the potential new home owner to 'stand' in several rooms of the home without actually setting foot on the premises.

"The applications are endless," continues Reiss. "These partnerships give us an edge because we can offer a much valued service to the home buying public. We are the single most important search engine showcasing new home builders and developers to new home buyers across the country, while offering home builders an incredible opportunity by bringing potential home owners straight to them."

NHBN is, at present, made up of 7 regional web sites, which includes The Toronto Star's **newinhomes.com**, The Hamilton Spectator's **specnewhomes.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.

For more information, please contact:

Maimu Molder or Dani Stern

Wire Communications/ Public Relations

Tel: (416) 222-9164

E-mail: maimu@montanasteele.com or dani@montanasteele.com