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For Immediate Release

BUILDER Launches Local Markets Online

January 7, 2010, Washington, D.C. – Builderonline.com and Hanley Wood Market Intelligence broke new ground by launching a broad initiative to provide highly localized online information, analysis and news for builders.

Local Markets on Builderonline.com offers a deep dive into 359 U.S. markets, including data and trends on permit activity, employment, population and housing stock/density as well as local market news from BUILDER and around the web. The top markets also feature BUILDER's annual Local Leaders analysis of the top builders in that market. Web site visitors can find the local market they seek by navigating through the appropriate Metropolitan Statistical Area (MSA) on the Local Market main page.

Local markets is a response to both builder and advertiser needs. Builders have expressed strong interest in getting more actionable business information about the markets where they are active. Advertisers would like to target specific markets where their opportunities for growth are strong. Local Markets meets both needs.

"We are pleased to provide more of the local-level content and data that helps our industry operate more effectively in the local markets where they do business," says Peter Goldstone, President of Hanley Wood Business Media.

This new launch showcases the integration of Hanley Wood Market Intelligence and Hanley Wood Business Media. Builders will be able to find highly localized information in additional reports available from Market Intelligence that include sales and pricing trends, economics, demographics, 3-year forecasts and other relevant housing data which are updated monthly.

"Local Markets on Builder is part of a broad initiative within Hanley Wood to marry highly localized data drawn from public and proprietary sources with relevant local content from our magazines," says Andrew Reid, President of Emedia and Market Intelligence at Hanley Wood Business Media.

To view the introduction of the Local Markets section and a list of markets, visit <http://www.builderonline.com/local-markets/>

About Hanley Wood

[Hanley Wood, LLC](http://www.hanleywood.com), is the premier media and information company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Business Media (Washington, D.C.), publishes more than 30 award-winning residential and commercial

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construction titles, including BUILDER, REMODELING, CUSTOM HOME, and residential architect. Hanley Wood Business Media also offers the construction industry's foremost collection of Web sites, including BUILDER ONLINE, REMODELING ONLINE, and ebuild, the comprehensive online guide to building products, as well as the largest collection of house plans online through eplans.com and Dream Home Source.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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