

FOR IMMEDIATE RELEASE

AxisPointe Sells 11 More HomeWorx Franchises Coast to Coast

Despite a nationwide decline in the residential housing market, AxisPointe gains momentum and continues to sell HomeWorx franchises nationwide

SALT LAKE CITY—July 14, 2008 — **AxisPointe, Inc.**, the leader in outsourced post-construction customer service and parent company of **HomeWorx Franchising**, LLC announced today that **HomeWorx** franchises have been sold in eleven cities in four states over the past four months, including; Colorado (Denver, Fort Collins, Colorado Springs), North Carolina (Durham, Chapel Hill, Raleigh), South Carolina (Greenville) and Texas (Dallas, Houston, Austin, San Antonio).

“The current climate in the building industry creates an ideal business opportunity for people to utilize their skills and knowledge to grow their own franchise,” said Frank Tate, AxisPointe VP, Franchise Division. “Working with a proven company such as AxisPointe provides peace of mind in our unstable economy and has been an attractive selling point to many of our new franchisees.”

HomeWorx franchises provide an opportunity to take advantage of the **outsourcing** trend within the building industry. Utilizing cutting-edge technology, and proven processes, franchisees fill a need in the market by alleviating burdens for builders through the entire **post-construction** phase. With as little as a cell phone and laptop, individuals can start their own franchise and have it up and running in as little as a few weeks. In addition to the benefits to franchisees, **Homeworx** offers builders the ability to:

- **Scale up or down depending on the market without having to hire, fire or train employees,**
- **Focus on their core business and not have to hassle with the day to day post-construction service needs,**
- **Ensure consistent, world-class services to homebuyers, and,**
- **Outsource the entire post-construction warranty process to a trusted, experienced vendor**

“I am impressed with the high-caliber of franchisees we have brought on board with **HomeWorx**,” said Andrew K. Smith, AxisPointe CEO. “Their experience and drive to succeed not only helps our business succeed, it brings them personal and financial growth as well. The franchising model is a win-win for everyone.”

With the recent decrease in residential construction, homebuilders and multi-family developers are outsourcing their **post-construction customer service** and warranty resolution services to save overall operating costs. With substantial savings in overall post-closing warranty costs, the

HomeWorx Suite of products and services are a perfect solution for builders to reduce current operating costs and provide world-class service to homebuyers.

“We look forward to having a **HomeWorx** office in each major metropolitan city throughout the United States to service this ongoing trend of outsourced post-construction customer and warranty service by 2010,” said Smith. “We are committed to investing what it takes to reach this goal as quickly as possible to support the overwhelming demand we are getting nationwide for our end-to-end solutions.”

About AxisPointe

AxisPointe’s outsourced post-construction services eliminate the hassle, risk, and unnecessary cost during the builder warranty period. The company specializes in customized closing manuals, buyer orientation and walkthrough, punch list management, warranty callback processing, service ticketing, work order management, and other warranty-related items.

Learn more at www.axispointe.com.

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