



For Immediate Release

## **iSqFt® Attracts Industry Leaders With Bottom-Line Savings, Better Communications**

*Fluor, Centex-Rooney Choose Private Construction Office*

**Cincinnati, OH, November 18, 2003** – Citing opportunities to achieve bottom-line cost savings and better communications advantages, Fluor Enterprises and Centex-Rooney, two of the nation's largest construction companies, have selected iSqFt's Private Construction Office service to manage future projects, iSqFt executives announced today.

The iSqFt Private Construction Office is a focused, business web site and service giving construction contractors the ability to leverage the Internet and information technology to reduce costs of bidding, estimating and document management. At the same time it increases communications effectiveness between the contractor and subs and suppliers as part of the competitive bidding process.

"We were looking for an opportunity to lower our proposal costs but still maintain the ability to communicate effectively with our contractors. Of all the possible solutions we looked at, iSqFt provides a total package and gives us the control that we need, said Scott Davies, Supervisor of Contract Management for Fluor Enterprises, Inc.

According to Engineering News Record (ENR) Fluor is the second largest contractor in the United States and the 11th largest in the world. The iSqFt Private Construction Office will initially be deployed by Fluor's Commercial and Institutional business unit with expected migration into other areas of the company in the future.

Centex Rooney is a wholly-owned business of Centex Corporation, a \$10 billion leader in the Construction Services, Construction Products, Home Building, Home Services, Financial Services, and Investment Real Estate industries. ENR ranks Centex as the third largest contractor in the U.S. Headquartered in Florida, Centex Rooney manages building projects in Florida, Maryland, Georgia, Texas, Mississippi, North and South Carolina, Bahamas, and US Virgin Islands.

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"We looked at a lot of invite-to-bid and construction management programs; however iSqFt's Construction Office was aligned most closely with how we do business," Kent Long, Vice President of Construction Services, explained, adding, "it is intuitive and captures 90 percent of what we need to manage our projects effectively."

The Private Construction Office incorporates unique technology allowing general contractors to distribute project plans, specs, addenda and other documents online to subcontractors and suppliers securely and efficiently. Contractors have sole control governing access to these documents on a project-by-project basis, which streamlines project bidding and management through the construction stage.

Senior iSqFt executives say these new customers constitute much more than just increased revenue potential for the company.

"Adding two of the industry's largest to our ever growing list of important customers confirms that our commitment to reliable, easy-to-use and cost effective services does, in fact, provide competitive advantage to our customers in their respective markets," said Dave Conway, iSqFt CEO and president; a sentiment echoed by founder Phil Ogilby.

"Getting these two construction industry giants on board is an exciting event for us but, more importantly, it represents just the tip of the iceberg in terms of our potential to bring change to the construction industry," Ogilby explained.

### **About iSqFt**

Cincinnati based iSqFt is a leading provider of Internet and web based solutions for the construction industry and helps thousands of contractors; subcontractors and suppliers in more than 30 states reduce costs, find more work and increase efficiency.

The company provides the Internet Plan Room,<sup>TM</sup> a secure, business web site providing subcontractors, suppliers and professional estimators with 24-hour, online access to project information, plans and specifications for publicly bidding construction projects. Software tools are included to view and print plans and specifications, as well as conduct online takeoffs.

The company also offers Private Construction Offices, providing general contractors with a secure, automated bid solicitation tool for public, private and negotiated projects and allowing for quick document distribution over the Internet to subcontractors and suppliers.

iSqFt has enjoyed an important, strategic partnership with the Associated General Contractors of America since 2001.