



**For Immediate Release**  
**October 18, 2007**

**Contact Information**  
Kevin Gammonley  
888.747.7862  
[kgammonley@nbmda.org](mailto:kgammonley@nbmda.org)

## **The North American Building Material Distribution Association Joins the iLumen Financial Information Network**

*Improving Profitability and Growth by Connecting NBMDA Members to iLumen's National Network of People, Information and Resources*

October 18, 2007, Atlanta , GA – The North American Building Material Distribution Association (NBMDA) and iLumen, Inc. announced today an agreement to connect NBMDA members to the iLumen Financial Information Network. NBMDA is a multi-segment trade association representing the leading wholesale distributors of specialty building products and woodworking materials.

The iLumen Network is the preferred place where companies can go to gain better insight into their business. The iLumen Network connects the people, information and resources companies need to be successful. The first step to connecting to the iLumen Network is to begin uploading critical data into the system and viewing financial trends through industry-specific dashboards and comparative benchmarking reports.

By joining the iLumen Network, NBMDA members will benefit from:

- Financial Trending Analysis - members will be able to view high level performance trends on their company with the ability to drill down to detailed financial analysis on over 200 metrics
- Financial Benchmarking - compare individual financial performance to customizable peer groups based on industry, size and geography
- Industry Intelligence - learn about the latest industry trends from iLumen analysts
- Industry Community - collaborate with other NBMDA members, industry experts and business advisors through surveys and online forums

“In today's business environment, having a competitive edge is a critical component to success. NBMDA decided to join the iLumen Network to give our members the ability to compare themselves to other companies within the membership and the industry overall,” said Kevin Gammonley, Executive Vice President of NBMDA. “With iLumen, our members will have immediate feedback through dashboard reports and benchmarking, focused on top-line growth, profit margins, overhead efficiency, and cash management metrics.”

“NBMDA's commitment to helping their members improve their profitability and sustain growth makes them an ideal partner for the iLumen Network,” said Robert H. Woosley, Chief Executive Officer of iLumen. “The iLumen Network allows NBMDA members to take the financial information they already compile every month, easily upload that data and have it automatically standardized for more valuable comparisons. NBMDA members can also connect their business advisors, such as investors, members of their board of directors, or their CPA, to the iLumen Network for no additional cost.”

“The current economic environment requires business owners to continuously evaluate metrics,” said Roger Debnam, President of the Wurth Wood Group and current NBMDA President. “In order to stay competitive, I need to know how my business compares to other companies in the industry, with a focus on improving productivity and better managing the cost base. By connecting to the iLumen Network, we will be able to improve our business both financially and operationally throughout the year.”

### **About NBMDA**

NBMDA is a multi-segment trade association representing the leading wholesale distributors of specialty

building products and woodworking materials. Membership segments represent distributors and manufacturers that serve the independent building material, lumber, and kitchen and bath dealer, regional and national home centers, as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. Distributor members operate more than 900 distribution centers throughout the U.S. and Canada . The association's collective purchasing power exceeds \$25 billion. Founded in 1952, NBMDA's mission is to develop and promote the effectiveness of distribution processes to improve member profitability and growth.

#### **About iLumen**

iLumen, Inc., an Atlanta-based financial information company, has created the first online private company marketplace, the iLumen Financial Information Network. The iLumen Network securely connects private companies, their peers and advisers to the information, resources and people that foster success. The iLumen Network utilizes proprietary (patent pending) technology and business processes that deliver and manage private company data gathering and analysis solutions. The iLumen Network is used by financial institutions, accounting firms, associations and other businesses to deliver unique value to the private companies they serve.

For more information, media only:

Leeann Morris

Media Relations

iLumen, Inc.

[mediarelations@ilumen.com](mailto:mediarelations@ilumen.com)

For more information visit [www.ilumen.com](http://www.ilumen.com) or call 888.663.8003. iLumen™ and iMonitor® are trademarks of iLumen, Inc., all rights reserved.