

MiTEK ACQUIRES SALES SIMPLICITY

Denver — January 5, 2016 — MiTek Industries, Inc. (“MiTek”), a diversified, global business supplying a wide range of engineered products; proprietary business management and design software; and automated equipment sold into the broad construction and industrial end markets, announced today that it has acquired Sales Simplicity Software, headquartered in Chandler, AZ.

Sales Simplicity Software is the widely acknowledged leader in CRM, sales automation, dynamic content management, and reporting for the home building and real-estate sectors.

“The acquisition of Sales Simplicity Software is yet another step that MiTek is taking to enrich its offering of operations workflow solutions for residential production builders,” stated Tom Manenti, Chairman and CEO of MiTek. “With this acquisition of Sales Simplicity Software, along with our 2015 acquisition of BuilderMT, and previous acquisitions of Simpact and Kova, we offer a truly unique and expansive selection of software for production builders. Sales Simplicity Software has an excellent user-base among production builders and integration into BuilderMT, which MiTek will further strengthen. MiTek will continue to offer solutions and resources to our customers that are second to none.”

As part of this acquisition, Tom Gebes, the current president of BuilderMT, will also become president of Sales Simplicity and work to tighten the integration between the two companies, as they move toward working together as one system. Customers will still be able to purchase BuilderMT or Sales Simplicity as stand-alone solutions. Sales Simplicity will remain in Chandler, AZ, with no changes to employee base, and Barry Forbes, the founder of Sales Simplicity, will retire in early 2016.

About Sales Simplicity

Sales Simplicity is the creator and marketer of leading sales automation, content management, lead management, eMarketing and reporting management tools for new single-family, semi-custom and custom homes; condo, multi-family, realtor and senior living providers. Sales Simplicity’s highly intuitive CRM system offers features similar to Salesforce.com, but Sales Simplicity’s CRM is tightly integrated into Sales Simplicity’s award-winning, Cloud-based, sales-automation platform, and the entire system has been specifically envisioned for home builders. Since Sales Simplicity is already linked deeply into Facebook, Twitter, and other social media systems, users of Sales Simplicity’s new CRM features will immediately benefit from single-platform, dash-board-driven campaign management tools linked directly to web analysis, eMarketing, lead management, follow-ups, and new prospects. For more information about Sales Simplicity, call (480) 892-2500 or visit www.SalesSimplicity.net or www.SalesSimplicity.net/SeniorLiving.

About MiTek

MiTek is a diversified global supplier of software, engineered products, services, and equipment to the residential, commercial, and industrial, construction sectors. MiTek Industries' passion for its associates' well-being and its customers' success is the company's hallmark. A Berkshire Hathaway company (NYSE: brk-a, NYSE: brk-b) since 2001, MiTek has operations in more than 40 countries on six continents. Learn more: www.MiTek-us.com and www.MII.com.

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