

Anderson Homes Wins Web Recognition

Triangle's "Hometown Builder" Receives Outstanding Achievement Award for Company Website

Cary, NC, September 20, 2006 - Anderson Homes has received a STARS Outstanding Achievement Award for its website, www.AndersonHomesNC.com. Over the past year, the Triangle's Hometown Builder has swiftly moved to the forefront of home innovation and energy savings performance with their new single-family and town home offerings called "Peak Performance Energy Star Certified Homes." Likewise, their website has been redesigned to keep up with the builder's progressive changes and reflects an excellence that continues to resonate with homebuyers.

Dave Servoss, President of Anderson Homes, is excited and proud to have been recognized for web excellence in the Triangle. "We are honored to have received this prestigious award and appreciate the recognition of our hard work," says Servoss. "Our website, like our Peak Performance Home, is a reflection of the utmost in quality and discipline."

Anderson's website reflects a "more fun, less hassle" image that mirrors the homebuilder's approach to simplifying the homebuilding process. In addition to being functionally navigable, the website is extremely useful to the future homeowner. The site features a helpful mortgage calculator, an online listing of available homes and an interactive home designer that allows the user to custom design their home's kitchen and exterior in a 3D format.

The revised website is just one facet of the marketing mix that Anderson has worked hard to refine. In 2006, the builder decided to deviate from traditional industry style marketing and adopt a more unique and memorable corporate image to match their innovative home designs.

The award-winning website was designed in collaboration with Triangle-based Hardin-Bowles Advertising and Cool Cat Creative.

About the STARS Awards

Over 400 building industry professionals from around the state gathered at the Westin Hotel in Charlotte, NC, on August 24, 2006, for the annual STARS Awards Gala. Winners received recognition in 36 categories that represented builders, developers, sales and marketing professionals, interior merchandisers, web designers, homebuilders associations, and others in the home building industry.

A featured event at the 21st Century Building Expo & Conference, sponsored by the North Carolina Home Builders Association, the STARS Awards Gala pays tribute to exceptional new home sales and marketing efforts.

The statewide STARS Awards competition recognizes superior achievements in a broad

range of categories. Judges for the 2006 STARS Awards reviewed the many entries before selecting the best in North Carolina new home construction and design. A total of 44 STARS winners and 15 Outstanding Achievements were recognized. These awards symbolize tremendous achievement, honor, and distinction among building industry professionals.

About Anderson Homes

Founded in 1980, Anderson Homes is the largest locally owned and operated homebuilder. In 2006, the company was honored as the Carolina's only Energy Star Partner of the Year. Anderson's innovative approach to home building, including the breakthrough Peak Performance Home, combines the quality and distinctiveness of customized homes with the cost savings of volume building. Add to this an unmatched understanding of the local market and it's easy to see why Anderson Homes has become one of the most respected and sought after builders in the Triangle area of North Carolina.

For more information on Anderson Homes, call us at (919) 828-6000, send an e-mail to kelli@ahihomes.com, or visit www.andersonhomesnc.com.