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Potomac Yard Developers Receive Prestigious Awards

Alexandria, VA – The new developers of Potomac Yard – Pulte Homes and Centex Homes – recently received prestigious awards that distinguish them within the homebuilding industry.

The Washington D.C. Division of Pulte Homes, Inc. received the highest ranking in customer satisfaction in its market by J.D. Power and Associates. The honor is based on results of the 2004 New Home-Builder Customer Satisfaction Study. In addition to receiving the highest ranking in Washington, D.C., Pulte Homes was named the inaugural recipient of the J.D. Power and Associates Platinum Award for customer satisfaction among U.S. homebuilders.

Centex Homes, one of the nation's leading homebuilders, recently received five of six industry APEX Awards, which are based on an independent survey of the nation's 100 largest homebuilders. Peers in the residential construction industry honored Centex Homes with, among other distinctions, "Most Admired Big Builder" and best at "Delivery of Affordable Housing." This was the second year in a row that Centex Homes earned the "Most Admired" title in the awards, sponsored by Hanley Wood, LLC, the premier media company serving housing and construction. Centex Homes was also recently named for a sixth consecutive year to CMP Media LLC's *InformationWeek* 500, a prestigious listing of the largest and most innovative users of information technology.

"These awards are indicative of the quality and attention to detail that Alexandria residents can expect from the developers of Potomac Yard," said Cathy Puskar, a representative for Pulte Homes and Centex Homes on the project. "Pulte and Centex are

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absolutely committed to building a unique community that will be reminiscent of the character of the surrounding neighborhood.”

Pulte Homes and Centex Homes are two of the national leaders in development and construction. They have come together to form a joint partnership, Potomac Yard Development LLC, which will utilize the best resources from both companies to create a truly unique community for Alexandria.

About Pulte Homes – Pulte Homes, Inc., (www.pulte.com; NYSE: PHM), based in Bloomfield Hills, Mich., is a FORTUNE 200 company with operations in 45 markets and 27 states. In 2004, the company closed 38,612 domestic home sales and generated revenues of \$11.7 billion. During its 55-year history, the company has constructed more than 408,000 homes. In 2004, J.D. Power and Associates named Pulte the inaugural recipient of its Platinum Award for Excellence in Customer Service among America’s leading homebuilders. J.D. Power ranked Pulte No. 1 in 14 markets, and among the top three in 23 of 25 markets surveyed. Under its Del Webb brand (www.delwebb.com), Pulte is the nation's leading builder of active adult communities for people age 55 and older. Its DiVosta operation (www.divosta.com) is nationally recognized for a trademarked building system that has delivered more than 25,000 “Built Solid”® homes in Florida since 1960. Pulte Mortgage LLC is a nationwide lender and offers Pulte customers a wide variety of loan products and superior customer service.

About Centex Homes – Dallas-based Centex Homes (www.centexhomes.com) is one of the nation’s leading homebuilders, operating in more than 90 U.S. markets in 26 states. Its brands include entry-level builder Fox & Jacobs Homes, on-your-lot builder Wayne Homes and resort/second home builder Centex Destination Properties. The company is a subsidiary of Centex Corporation (NYSE: CTX), a Fortune 250 company. Centex Corporation (www.centex.com), founded in Dallas in 1950, is one of the nation’s premier companies in homebuilding, financial services, home services and commercial contracting. It consistently ranks among "America's Most Admired Companies" in its industry, according to *FORTUNE* magazine.

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