

FOR IMMEDIATE RELEASE
March 29, 2007



Nine Top Home Builders Prepare for Inaugural Parade of Homes

SAN LUIS OBISPO, Calif. – March 29, 2007 – This spring thousands of area residents and interested home buyers will be invited to discover Central Coast style as part of the area's first-ever Parade of Homes.

Nine of the finest regional and national home builders will be featuring 17 model homes, condominiums and new developments throughout San Luis Obispo and Santa Barbara counties when the 2007 Central Coast Parade of Homes begins April 20. The theme for the event, "Discover Central Coast Style," invites attendees to experience the elegant beauty, extraordinary craftsmanship and unexpected attention to detail that are synonymous with Parade homes.

"Though new to our area, in many parts of the country, the Parade of Homes is a recognized symbol of excellence in the housing industry, showcasing some of the most beautiful homes and developments in the area," said Derek Hansen, Parade of Homes chairman. "The event itself offers something for everyone. Many will come to the Parade looking for the right builder or for fresh decorating and interior design ideas; and some will actually be looking to buy a home. But the Parade of Homes is also a great event for those who just want an entertaining night out and to see what their dream home might one day look like."

The Parade of Homes builders are Bermant Development, Capital Pacific Homes, Centex Homes, Greg Nester Construction, Horizon Multi-Housing, Larwin Company, Martin Farrell Homes, Towbes Group and Western Consolidated Construction. All are members of the Home Builders Association of the Central Coast, which is presenting the event. Many of these builders' Parade entries are already available for viewing on the event's official Web site, www.CaliforniaBuild.net.

The Central Coast Parade of Homes has also attracted the attention of several high-profile sponsors, including the title sponsor, James Hardie, a worldwide leader in home siding products. Comcast, KSBY channel 6 and the San Luis Obispo Tribune have also signed on as sponsors of the event.

"It's a privilege to be part of the area's first Parade of Homes," said Russell Riley, James Hardie Exterior sales representative. "What the Parade represents – quality, beauty, innovation – is exactly what James Hardie brings to every new home project. A person's home is the most important place on earth, and the Parade of Homes is a celebration of that fact."

-more-

The Central Coast Parade of Homes will run April 20-22 and 27-29, with homes open for touring daily from 10 a.m. to 8 p.m. Tickets for the event are \$10 per person and tickets entitle attendees to take a self-guided tour of each of the 17 featured homes. The official Parade of Homes magazine, profiling Parade homes and builders, will be distributed to all Parade attendees as part of the tour. For more information and to purchase tickets, visit www.CaliforniaBuild.net.

About the HBA of the Central Coast

The Home Builders Association of the Central Coast (HBACC) is a trade association representing builders, developers and related industry professionals in San Luis Obispo and Santa Barbara counties. HBACC serves the building industry by working closely with the California Building Industry Association and the National Association of Home Builders to proactively promote people and businesses that work to provide quality housing and communities in the Central Coast area. To learn more, visit www.hbacc.org.

###

Media Contact:

Deann Huish
BuilderFusion, Inc.
801-765-0191 x304
deann@builderfusion.com