



UPDATE

CONTACT: John Heagney
in Holiday, Fla.
(727) 942-2718
heagneypr@aol.com

AUG. 18, 2008

FOR IMMEDIATE RELEASE

Work begins on Pulte's Harrison Ranch model park

PARRISH, FLA. – Pulte Homes has started preliminary land development on a model-home park at Harrison Ranch, the builder's 998-acre community on U.S. 301 in northwestern Manatee County.

According to Scott Campbell, Tampa division president, construction is expected to begin in October on two new model homes and a 2,760-square-foot sales center to replace the current three-home model center that opened a year ago. The model park is slated to open early next year.

The two planned models include a popular Barclay floor plan with 1,461 square feet of living space, and the new Durham design with 1,981 square feet of living space. The Barclay has three bedrooms, two baths and is priced from \$142,400 including homesite. Prices have not been set yet for the Durham, which provides four bedrooms and two baths. Both have two-car garages.

All homes come standard with GE appliances, Moen and Kohler plumbing fixtures,

– MORE –

HARRISON RANCH MODEL CENTER – ADD 1

Lennox air-conditioning systems, Mohawk flooring and Schlage door hardware.

At Harrison Ranch, nearly 75 percent of all homes border conservation areas or water. Pulte Homes will build 965 single-family homes and 112 villas here.

The amenity complex features a junior Olympic-size pool; a 6,500-square-foot amenity center including media, game and conference rooms; fitness center; and catering kitchen. The community also offers about five miles of walking trails, tennis courts, barbeque pavilions, a multi-purpose recreation field and a play area for children.

The current sales center, 4822 100th Drive E., in the Corriente neighborhood, is open 10 a.m.-6 p.m. Monday-Saturday and noon-6 p.m. Sunday. For more information, call (941) 776-2794.

To reach Harrison Ranch, take Interstate 75 to exit 224 (U.S. Highway 301) and head east about four miles to the community entrance on the left.

Pulte Homes Inc., based in Bloomfield Hills, Mich., is one of America's largest home-building companies with operations in 51 markets and 26 states. During its 58-year history, the company has delivered 500,000 new homes. Since 2000, Pulte Homes operations have earned more top-three finishes than any other homebuilder in the annual J.D. Power and Associates® New Home-Builder Customer Satisfaction StudySM.

Under its Del Webb brand, Pulte is the nation's largest builder of active-adult communities for people age 55 and older. Its DiVosta Homes brand is renowned in Florida for its Built Solid™ building system and master-planned communities. Pulte Mortgage LLC is a nationwide lender offering Pulte customers a wide variety of loan products and service.

For details about Pulte Homes, call (866) BUY-PULTE or visit pulte.com/tampa.