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FOR IMMEDIATE RELEASE

THE NEW DEL WEBB CHARLESTON IS SMART GROWTH FOR BERKELEY COUNTY

CHARLESTON, SOUTH CAROLINA, March 1st, 2007 – Del Webb Charleston, a new development by Pulte Homes in Charleston, SC, will have an economic impact that goes beyond just dollars and cents. The community for active adult homeowners 55 and older will support most of the traditional positive aspects of growth and will avoid many of the undesirable aspects of expansion. The new Pulte Homes development will generate an estimated \$22.6 million in tax revenue upon the completed sale of their 1,000 homes. In addition, an estimated \$3.9 million in property tax revenue will be generated annually for Berkeley County.

Active adult communities historically have less strain on municipalities than their counterparts while still contributing positively to the local economy and its residents. The American Association of Retirement Communities states that in Palm Beach, Florida, a city with over 140,067 retiree households, \$139 million per year is received in school and county taxes *over* the amount they require in services. Retirees in this area spend over 5.1 billion per year locally. The association also says that 2.75 jobs per retiree household are created and that these residents have an economic impact of 3.7 factory jobs when considering money and spending.

According to Jon Cherry, VP of Operations for the Pulte Homes Inc. Charleston Division, "A lot of municipalities today are dealing with the issues of growth and an evolving constituency. Their residents are getting older. A Del Webb community provides a unique opportunity for cities to meet the needs of their aging population, while at the same time bringing new economic strength to their marketplace. The older adult customer uses less municipal services, less water. And, they're great customers to have in your city. The homeowners pay the same kinds of taxes and they contribute to the community in terms of volunteer time and money."

Del Webb communities require at least one resident to be 55 or better and no one under 19 years of age is permitted to reside there for more than 90 days. The result is that there are no children added to local schools. In fact, because these residents tend to be very active volunteers in their respective areas, they contribute positively to local schools by giving their time to help. In North Carolina, 77% of retiree's volunteered an average of 7.4 hours per week, and 55% of those were in leadership positions in community organizations.

Del Webb households have an average of about 1.8 residents. This means the community has less impact on the water and sewer system compared to other developments. According to an economic benefit analysis of Sun City Grand prepared by ESI Corp, active adult household water consumption is 40% less than general residential master-planned communities and waste water generation is 26% less. Active adults also tend to make fewer trips per day and shop and drive during off-peak hours. This behavior leads to a much reduced impact on the traffic system compared to traditional developments.

To learn more about the Charleston Del Webb community, call (800)-808-4553 or visit www.delwebb.com/charleston to become an exclusive VIP member. VIP's will be the first to receive updates about upcoming seminars and events and learn more about the activities and lifestyle you can experience by becoming a member of the Del Webb community.

About Del Webb Charleston

Del Webb Charleston is expected to open for sales in Summer 2007. As an active adult community, at least one resident of the household must be 55 years of age or better. The community will hold up to 1,000 homes on 360 acres within the master plan community of Cane Bay Plantation. Only 25 miles from historic Charleston, the community is situated close to much of the area's many offerings including Charleston International Airport, downtown Charleston, and the beautiful beaches of coastal South Carolina.

About Pulte Homes

Pulte Homes, Inc., (NYSE: PHM), based in Bloomfield Hills, Mich., is a FORTUNE 150 company with operations in 52 markets and 27 states. In 2006, it delivered 41,487 homes and generated consolidated revenues of \$14.3 billion. During its 57-year history, the company has constructed nearly 500,000 homes. In 2006, Pulte Homes received the most awards in the J.D. Power and Associates® New Home-Builder Customer Satisfaction Studysm, marking the seventh-straight year Pulte achieved this distinction. Under its Del Webb brand, Pulte is the nation's largest builder of active adult communities for people age 55 and better. Its DiVosta brand is renowned in Florida for its Built Solid™ building system and distinctive master-planned communities. Pulte Mortgage LLC is a nationwide lender offering Pulte customers a wide variety of loan products and superior service.

Websites: www.pulte.com; www.delwebb.com; www.divosta.com

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