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**PULTE HOMES EXPANDS PRESENCE IN GREATER JACKSONVILLE**

*Homebuilder Re-Enters Market with Acquisition of 220 New Lots*

JACKSONVILLE, Fla., Jan. 28 2015 – Pulte Homes has purchased 220 lots for two new family communities in northern St. John’s County, marking the homebuilder’s first local acquisition since 2010.

“We are seeing a continued strong recovery across the market, with the highly sought-after St. John’s County submarket leading the way,” Peter Keane, president of PulteGroup’s North Florida Division. “This area is a great place for families to live with great schools and convenient access to major employment corridors, entertainment and outdoor recreation.”

Keane said PulteGroup, which has two popular age-restricted Del Webb communities in the area, has been waiting for the right time to reinvest in the market with new single family neighborhoods. The homebuilder’s success at Del Webb Ponte Vedra has positioned the company in Nocatee as one of the top builders in the submarket with about 30 percent market share, he said.

“Move-up buyers are one of the fastest-growing consumer segments in the area, and these families are seeking a combination of value, location and great amenities,” Keane said. “This is one of the most prestigious areas in greater Jacksonville and we see a great opportunity to expand our presence with the existing growing demand.”

The two new Pulte communities are in the existing Las Calinas and Palencia master planned neighborhoods, with sales expected to begin by mid-year, Keane said.

**Village Lakes at Palencia by Pulte Homes** will include 79 lots in the existing Palencia master planned community, which is home to an Arthur-Hills designed championship golf course and 33,000-square-foot Palencia Club. Palencia residents also enjoy an array of resort-quality amenities including four swimming pools; full-service fitness facility; tennis courts; playgrounds; extensive network of neighborhood parks and walkways; and boardwalk and fishing pier extending nearly one mile over marshes and open water to the Tolomato River.

The Pulte community will feature a fully-furnished model home that is expected to open in late summer. Like Las Calinas, the community boasts great schools, is near employment corridors, entertainment and both St. Augustine and Ponte Vedra beaches.

**Las Calinas by Pulte Homes** will feature 143 home sites and a fully-furnished single-family home model that will open to the public in May. Home sites will include water and wetland views, Keane said.

The Las Calinas master plan features an array of amenities including a pool and cabana, splash park, fishing pier, picnic tables, tennis, basketball and volleyball court, a sports field and two children's parks.

#### **About Pulte Homes**

Pulte Homes is a national brand of PulteGroup, Inc. (NYSE: PHM). Pulte Homes builds consumer inspired homes and communities that provide the move-up buyer the best quality of life. Only Pulte Homes offers the combination of innovative Life Tested Home Designs® with an unwavering commitment to quality and 2attention to detail. For more information about Pulte Homes, visit [www.pulte.com](http://www.pulte.com).

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