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WOODBIDGE BY DEL WEBB UNVEILS NEW CONSUMER INSPIRED DESIGNS

New Models Promote Easy, Effortless Living with Innovative Features

MANTECA, CA., April 17, 2013 – Del Webb is introducing new floor plans at Woodbridge that are the result of extensive consumer research and reflect the way boomers truly live in their homes. The new models open to the public on Saturday, April 20.

The latest evolution of floor plans keep true to Del Webb's focus of designing homes with the homebuyer in mind and that help provide solutions with how their homes function today, said Patricia Morgan, vice president of sales for the company's Northern California Division. She said the home designs have been completely redesigned after the company's extensive consumer research and analysis of buyer feedback.

"Several years of research, thought and creativity have gone into the design of these homes to ensure they support personal rejuvenation, social interaction, entertainment, and easy, effortless living," Morgan said, adding that these are the first new models in the community since it opened about six years ago. "These new home plans represent an exciting, fresh direction in home design, blending the concepts of universal design for ageless living with higher energy efficiency and connectivity."

The new plans range in size from 1,329 to more than 2,618 square feet, with options that can include oversized garages, "snore rooms," flex spaces, wet bars and hearth rooms, she said. The seven new fully-furnished models will be available for public viewing at a grand opening event from 11 a.m. to 2 p.m. and daily afterward.

Morgan said Del Webb communities have been successful because of the company's focus on people 55+ and a deep understanding of the evolution of lifestyle trends that impact their purchase decisions. In addition, the plans are designed with a focus on consumer value, she said. Del Webb spent considerable time analyzing the features that consumers said they want and didn't want in their home.

"These models showcase features that most homebuyers have rarely - if ever - seen before," Morgan said. "These concepts needed to provide something different and stand out from both resale homes and other new homes."

Some examples of Del Webb's consumer research that found baby boomers:

Love to entertain – The new plans are designed with living spaces that are brighter and more open than ever before. Excellent flow between eating and entertaining spaces, options like “hearth rooms” that expand the family room space for use as hobby area, more entertaining space or lounging.

Want their home to be more convenient and efficient – Things like laundry rooms near owners suites, low threshold entries, optional low threshold master showers and “everyday entries” where you can put down items as you enter the home.

Seek places for rejuvenation - Spa-like master bathrooms, optional hearth rooms, optional retreats and dual master suites (often called snore rooms). The “retreat” (snore room) provides a secondary bedroom connected to the master bedroom for couples who are on different schedules.

Want flexibility: Rooms that allow homeowners to determine usage based upon their desires and needs. These flex spaces offer options that allow customers to configure them as secondary bedrooms or dens and can be used any way they want.

About Woodbridge by Del Webb

Woodbridge by Del Webb is a tight knit community with world-class amenities in the small town setting of Manteca, yet close to the Bay Area. The community features a myriad of clubs and activities as well as amenities: 28,000-square-foot Lakeview Clubhouse with state-of-the-art fitness center, indoor and outdoor pools and spas, billiards, club and craft rooms, community living room and retreat, multi-purpose rooms, demonstration kitchen, and outdoor barbecue and fire pit areas. The community’s 12-acre park is complete with a catch-and-release fishing lake, walking and biking trails, bocce, basketball and tennis courts, 18-hole professional putting course and the Del Webb Softball Field featuring spectator seating, concession stand and electronic scoreboard. For more information or for driving directions, please visit www.delwebb.com/woodbridge or call (877) 922-9322.

About Del Webb

Del Webb is a national brand of PulteGroup, Inc. (NYSE: PHM). Del Webb, the pioneer of active adult retirement communities, is America’s leading builder of developments for people ages 55+. Since 1960, Del Webb has redefined retirement and retirement living by meeting the housing and lifestyle needs of the active baby boomer. Del Webb’s amenities and program offerings provide residents an engaging environment, which fulfills their creative, social, physical fitness and intellectual needs as they journey into the next chapter in their lives – whether it means retirement or still working. Del Webb has grown to more than 50 communities currently open for new home sales in 20 states. For more information on Del Webb, visit www.delwebb.com. To learn more about how to plan a smart future, check out financial tools at www.delwebb.com/value.

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