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PulteGroup Expands Offerings of Affordably Priced Homes in North Carolina

New Centex Brand Communities Respond to Growing Demand

ATLANTA, Jan. 24, 2019 — PulteGroup is bringing more affordably priced homes to North Carolina, with the opening of four new communities under its Centex brand in key markets across the state. Centex is a national brand of PulteGroup, Inc. (NYSE: PHM), offering homebuyers consumer inspired home designs at more affordable prices.

“North Carolina continues to enjoy a healthy, growing economy, with jobs and development being attracted to major population centers like Charlotte and the Raleigh-Durham regions, as well as thriving areas along the coast like Wilmington,” said Greg Huff, president for PulteGroup’s Southeast Area.

“While Centex has long had a presence in the greater Charlotte and Raleigh areas, we are also pleased to be bringing the Centex brand to Wilmington for the first time.”

“Our new Centex communities meet the needs of millennials and young families, as well as empty-nesters looking for more moderately priced homes,” said Huff. “Whether it is a buyer who is starting out or perhaps one who is starting over, our Centex communities offer the right home designs, in the right locations, at price points that deliver outstanding value to these buyer groups.”

All Centex homes will include PulteGroup’s new [Smart Home](#) technology, allowing homeowners to choose options which give them the ability to seamlessly control their lights, thermostat, security systems, appliances and more with just the touch of their cell phone or the sound of their voice. Centex homes are ready to connect with seamless WiFi reliability and increased bandwidth, thanks to built-in access points and direct wiring throughout the home. Built-in wiring and assured connectivity from anywhere in the home allows access to a full array of customizable home automation technologies and features designed to run a smarter home.

With pricing from the \$200s, the newest Centex communities now open in North Carolina are [Adair Park](#), located close to Wilmington in nearby Leland, and [Hidden Valley](#), in Fuquay-Varina, just south of Raleigh. The Centex communities of [Starmount Cove](#), in Charlotte, and [Lakeshore](#), in Durham, are scheduled to open in early 2019.

About PulteGroup, Inc.

PulteGroup, Inc. (NYSE:PHM), based in Atlanta, is one of America’s largest homebuilding companies with operations in approximately 50 markets throughout the country. Through its brand portfolio that includes Centex, Pulte Homes, Del Webb, DiVosta Homes and John Wieland Homes and Neighborhoods, the company is one of the industry’s most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup conducts extensive research to

provide homebuyers with innovative solutions and consumer inspired homes and communities to make lives better.

For more information about PulteGroup, Inc. and PulteGroup brands, go to pultegroupinc.com; www.pulte.com; www.centex.com; www.delwebb.com; www.divosta.com and www.jwhomes.com. Follow PulteGroup, Inc. on Twitter: @PulteGroupNews.

About Centex

Centex, a national brand of PulteGroup, Inc. (NYSE: PHM), helps first-time homebuyers put themselves in a better place. Centex builds consumer inspired homes and communities that balance smart design and affordability with a friendly, enjoyable buying process. For more information about Centex, visit www.centex.com.

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