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## **PULTEGROUP NAMES NEW CHIEF MARKETING OFFICER**

*Former Coca-Cola Executive Manish Shrivastava to Lead Consumer Inspired Marketing Efforts*

**ATLANTA, September 15, 2014** – [PulteGroup](#), Inc. (NYSE: PHM) today announced that Manish Shrivastava has joined the Company as Chief Marketing Officer. Reporting to the Executive Vice President, Homebuilding Operations, Shrivastava will lead marketing strategy, consumer insights and marketing communications across the Company's portfolio of brands, including Pulte Homes, Centex, Del Webb and DiVosta Homes.



Shrivastava will build upon the Company's solid foundation of consumer-facing marketing activities, from the distinct presentation of its brands in communities across the country, to its expansive presence online. Additionally, he will advance the Company's product innovation and targeted marketing to enhance the entire consumer experience from shopping to construction to enjoyment of a new home.

"We are excited to have Manish join PulteGroup's team," said Ryan Marshall, Executive Vice President, Homebuilding Operations. "He brings a wealth of marketing and general management experience, along with deep expertise in leading the development of consumer insights-based strategies and marketing programs that deliver significant sales growth."

Shrivastava joins PulteGroup from The Coca-Cola Company where he held roles leading the Coca-Cola Brand Team and the Global and North American Shopper Marketing functions. He also held positions at The Home Depot and Procter & Gamble, and has expertise in online community development, consumer research and brick and mortar retail.

"From a consumer's perspective, buying and building a new home is a wonderful and complex life event. We are helping consumers realize the American dream. It's fantastic material for a marketer and it is a privilege to be joining a Company that is a leader in this industry, particularly a Company that has chosen *consumer inspired* as one of its core business priorities. I look forward to collaborating with my PulteGroup colleagues to match and exceed our consumers' high expectations of what an exemplary homebuying experience can be," says Shrivastava.

Shrivastava, 44, holds a Bachelor's degree in biology from the University of South Carolina and an MBA from Northwestern University's Kellogg School of Business.

### **About PulteGroup**

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 and DiVosta Homes, 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 [www.pultegroupinc.com](http://www.pultegroupinc.com); [www.pulte.com](http://www.pulte.com); [www.centex.com](http://www.centex.com); [www.delwebb.com](http://www.delwebb.com) and [www.divosta.com](http://www.divosta.com). Follow PulteGroup, Inc. on Twitter: [@PulteGroupNews](https://twitter.com/PulteGroupNews).

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