



Baby Boomers Dominate New Homes Sales for 2007

Del Webb's Village at Deaton Creek is #1 Selling Community in Atlanta.

Atlanta, GA, February 13, 2008 --(PR.com)-- Pulte Homes (NYSE: PHM) is pleased to announce that Metrostudy has named the Village at Deaton Creek by Del Webb Metro Atlanta's top selling community for 2007 in its fourth quarter report for 2007. Metrostudy is a housing market research firm that is the leading provider of real estate and related market information in the country. Metrostudy provides primary and secondary market information to the housing and related industries nationwide.

Del Webb attributes its successful year to three key factors - the reputation as the nation's leader in active adult lifestyle communities for more than 47 years, the large base of baby boomer households in Atlanta, and the community's entire \$10 million amenity package being fully functional.

Despite today's housing market challenges, Del Webb continues to excel. Its strength and stability as a builder are proven through the \$15.2 million investment in the community which is seen in the stunning entry feature, community landscaping and hardscape, and the expansive \$10 million amenity complex. "The strength of the Del Webb brand has been a tremendous asset given today's market conditions," says Jan Cooper, Vice President of Operations for the Pulte Homes/Del Webb Georgia North Division. "Del Webb has been around for a long time, and we know what we're doing. Customers place a tremendous amount of confidence in Del Webb because we do what we say we're going to do - from the overall community vision to the amenities and the lifestyle."

Atlanta is in line with national trends that point to baby boomers as the fastest growing population and household segments. According to the US Census Bureau, there are over 530,000 households in the Atlanta market that are 55 and over. That is nearly 30% of all households in the Atlanta area. "We see a majority of our customers coming from the Atlanta area. Baby Boomers are one of the largest groups in the market, and they have significant buying power," says Cooper. This group also represents the largest growing segment in the market - by 2011, it will account for nearly 700,000 households. In fact, one in five metro Atlanta residents will be 60 or older by 2030.

The 35,000 square foot Club at Deaton Creek amenity center opened its doors in the summer of 2007, and the final phase of Village at Deaton Creek's amenities opened on schedule in December, just a year from the first homeowners moving in. Cooper notes, "The lifestyle is in full swing, so customers can envision themselves living in the community." Situated in Hoschton, near Chateau Élan, Village at Deaton Creek offers a full-time lifestyle director, 35,000 square foot clubhouse, miles of walking trails, a tennis complex, bocce ball courts, a dog park, and softball.

Cooper adds, "Being only 40 miles north of Atlanta, we offer our customers the opportunity to downsize and stay close to their family and friends, plus immediate access to a highly social and highly amenitized lifestyle. From the moment our customers enter the community, it is obvious that Village at Deaton Creek delivers on the legendary lifestyle Del Webb has been perfecting since 1960."



For more information about the Village at Deaton Creek by Del Webb and its active adult lifestyle, visit www.villageatdeatoncreek.com or call 770-967-6366.

About Pulte Homes

Pulte Homes, Inc., based in Bloomfield Hills, Mich., is one of America's largest home building companies with operations in 51 markets and 26 states. During its 57-year history, the company has delivered 500,000 new homes across the United States. Since 2000, Pulte Homes operations have earned more top-three finishes than any other homebuilder in the annual J.D. Power and Associates® New Home-BUILDER Customer Satisfaction Study.sm Under its Del Webb brand, Pulte is the nation's largest builder of active adult communities for people age 55 and older. Its DiVosta Homes 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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