



## Prospective Homebuyers Enthusiastic about Beazer Homes SMARTDESIGN(R) Eco Promotion

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### 30,000 Consumers Participate in Eco-Themed Sweepstakes

ATLANTA--(BUSINESS WIRE)--Mar. 12, 2009-- Beazer Homes USA, Inc. (NYSE: BZH), one of the nation's top 10 homebuilders, today announced an overwhelming response to its recent eco-themed sales promotion.

Approximately 30,000 prospective homebuyers participated in Beazer's eco-themed sweepstakes, which launched mid-January and gave participants a chance to instantly win one of 350 environmentally-friendly prizes. The grand prize of a 2009 Toyota Prius was won by Catherine Deppa of Pasadena, MD, who said the eco theme caught her attention and drove her to explore Beazer's website for more information.

The sweepstakes culminated with a national sales event, Feb. 6-8, which offered buyers limited-time special incentives on new eco-friendly homes that included features aimed at reducing the cost of homeowners' monthly energy bills.

"Even in this very challenging housing environment, the appeal of ecologically-friendly homes seemed to overcome the gloom in the economy. Our eco-promotion resonated strongly with consumers and drove more qualified traffic to our sales centers," said Kathi James, senior vice president and chief marketing officer for Beazer Homes. "This led to over 500 net new home orders in the month of February."

As part of Beazer's SMARTDESIGN initiative, the builder includes up to 10 eco-friendly features in every home it builds, including CFL bulbs, programmable thermostats and EnergyStar® dishwashers. Other standard features include water-saving faucets and showerheads, as well as MERV-8 air filters and low-VOC paints and carpet that contribute to healthier indoor air quality.

According to James, as more Americans look for ways to live an eco-friendly and energy efficient lifestyle, those considering the purchase of a new home are evaluating the many benefits of new construction. Indeed, research by *Better Homes & Gardens*\* found that interest in green elements in the home is on the rise, with some 90 percent of survey respondents saying they plan to have energy-efficient heating and cooling systems in their next home.

In response to this trend, Beazer offers standard eco-friendly features in all homes plus market-specific energy-efficient options. For example, buyers in Beazer's Indianapolis communities can select from a range of energy-saving upgrades—including low-emissivity windows, hybrid heat pumps and variable speed air handlers—to further personalize their home. Additionally, Beazer is testing LED recessed lighting, the newest generation of high-efficiency lighting, in its Las Vegas and Phoenix divisions. "It is clear that despite the difficult economic climate, the potential homebuyer is looking long-term, and an eco-friendly home has great appeal. Beazer will continue to highlight the eco-friendly aspects of our homes," James said. "Look for enhancements to our standard offering and the addition of new eco-friendly optional features through our design studios later this year."

Beazer Homes is one of the country's largest single-family homebuilders with operations in 17 states. For more information on Beazer's homes, communities and eco-friendly features visit [Beazer.com](http://Beazer.com).

\* Source: Amy Hoak, *At Annual Builder's Show, Small Is In*, MarketWatch, available at <http://realestate.msn.com/article.aspx?cp-documentid=17092507>

Source: Beazer Homes USA, Inc.

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