



# BEAZER HOMES

## Beazer Homes Brings iPIX Virtual Tours to Award-Winning Web Site, Beazer.com; New Home Shoppers Can Tour Model Homes Online

May 2, 2000

ATLANTA, May 2 /PRNewswire/ -- Beazer Homes USA (NYSE: BZH) has joined forces with Cyber Pictures to provide iPIX (Internet Pictures Corporation (Nasdaq: IPIX)) virtual tours for Beazer's award-winning web site, [www.beazer.com](http://www.beazer.com). IPIX, a leader in global visual content and infrastructure for the Internet, allows users to virtually walk through homes via their computers with 360-degree virtual tours.

Beazer.com currently has virtual tours of select model homes, but will now add hundreds of additional virtual tours to expand its online marketing efforts. This will allow prospective buyers to view all of Beazer's model homes nationwide, 24-hours a day with a few mouse clicks. Cyber Pictures is in the process of photographing Beazer's homes nationwide that will be featured on [www.beazer.com](http://www.beazer.com).

"We realize that over 50% of today's buyers are using the Internet to find their dream homes," said Ian McCarthy, President and Chief Executive Officer of Beazer Homes USA. "It is only logical that we meet our customers on the Internet and provide the virtual tours of our homes as a tool for their decision-making process."

"Looking to the future of technology and the increased demand for Internet marketing, we want to recreate what people see in person, and make it available to them with the click of a mouse," said Wes Spining, Director of Commercial Sales for Cyber Pictures. "Beazer has created a marketing tool that will allow them to better showcase their homes, giving people the opportunity to walk through a home without ever having to leave their seat, and Cyber Pictures is excited to make it possible."

Beazer Homes USA, Inc., based in Atlanta, Georgia, is one of the country's ten largest single family homebuilders with operations in Arizona, California, Florida, Georgia, Maryland, Nevada, New Jersey, North Carolina, South Carolina, Tennessee, Texas and Virginia. Beazer is traded on the New York Stock Exchange under the symbol "BZH."

### About iPIX

iPIX provides global visual content and infrastructure for leading e-commerce and new media Web sites. The iPIX end-to-end solutions enable the creation, hosting, and distribution of rich visual content to thousands of Internet sites. The company is headquartered in Oak Ridge, Tennessee with co-headquarters in Palo Alto, California.

**NOTE:** Internet Pictures and iPIX are trademarks and service marks of Internet Pictures Corporation.

SOURCE Beazer Homes USA, Inc.

CONTACT: Peter Simons, Senior Vice President of Corporate Development of Beazer Homes USA, Inc., 404-250-3420, or [psimons@beazer.com](mailto:psimons@beazer.com) /