



BEAZER HOMES

Harsh Reality Meets Reality TV as Beazer Homes Joins Extreme Makeover: Home Edition to Tackle a Living Nightmare

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Someday Starts Today for Chosen Atlanta Family Follow 129-Hour Construction Progress at www.beazer.com

ATLANTA, Jan 16, 2005 (BUSINESS WIRE) -- To rescue a hard-working Atlanta family plagued with an ongoing struggle, Beazer Homes USA, Inc. (NYSE: BZH) (www.beazer.com) joins forces this week with a surprising partner: reality television. When ABC-TV's popular hit show "Extreme Makeover: Home Edition" blasted into town, they sought out the Atlanta-based national homebuilder to help them resolve a living nightmare: a house under siege from a septic tank, resulting in devastating damage. The solution: demolish the sewage-infused house and build a customized, English Country-styled home, with over 5,000 square feet of living space. Beazer has only five days and nine hours to complete this daunting task, which would typically take up to six months.

"I know the Beazer team, working with our partners, will enthusiastically tackle this challenge and surpass expectations," says Ian J. McCarthy, president and chief executive officer of Beazer Homes. "We are sincerely motivated to help this deserving family who has struggled to help themselves. Beazer has a long tradition of community involvement, and it will be fulfilling for each of us to change the Harper family's lives in such a dramatic fashion."

The close-knit Harper family lives in unimaginably horrible conditions due to a chronically malfunctioning septic tank. Every time it rains, the home fills with raw sewage, forcing the Harpers to sleep in their van, while the father, Milton, attempts to pump out the refuse. The never-ending problem has destroyed the house, ruining walls, floors, furnishings and appliances, as well as personal belongings.

"No one should have to endure these dreadful conditions," says McCarthy. "As harsh reality meets reality TV, there is no doubt in my mind that the Beazer Homes team will rise to the challenge to help the Harpers."

Milton, a hard-working entrepreneur who operates his own home security business, has spent hundreds of hours trying to fix the problem, and the family's life savings have disappeared. He and his wife, Patricia, moved to Atlanta several years ago with their children from a public housing project in Brooklyn, N.Y. After dutifully saving their money, they purchased their "dream home" - located within walking distance of three schools - in hopes of building a better life for their three children, Darius, LaVaughn, and Mister, ranging in age from 8 to 17. Mister, the youngest, who suffers from allergies aggravated by the condition of the home, excels at academics and aspires to be a cardiologist.

"Our employees are solution-seekers, a characteristic that parallels the show's premise," says McCarthy. "The Beazer team, the show's talented designers and numerous company partners who have unselfishly donated time and materials, hope to create a new beginning for the Harpers."

The construction marathon begins at 7:00 a.m. on Jan. 18, 2005, when hundreds of Beazer employees, partners and volunteers will gather to join star Ty Pennington, a native of Atlanta, and the ever-popular design team. The masses will charge toward the home in the symbolic gesture of power and unity that has become an "Extreme Makeover: Home Edition" hallmark. A swarm of equipment will then replace the massive crowd - beginning with a tractor duo to tear down the existing structure, clearing even the foundation. By mid-morning, swinging cranes will begin lifting the framework into place.

The rigorous pace will continue for five days and nine hours, guided by Beazer's stringent construction schedule, which details activities in time increments as small as 5 minutes for hundreds of workers. Altogether, an estimated 1,800 Beazer employees, partners and volunteers will participate in building the house - one of the largest crews ever assembled for the show. Work will be completed on Sunday, Jan. 23, when the Harpers return from vacation to see their new home for the first time.

"It's such an enormous honor for all of us to participate in this worthwhile effort," says Lou Steffens, president of Beazer Homes Georgia Division, which is leading the building project. "It's an extreme version of what we do every day - build quality homes for families with a dedication to providing an enjoyable experience."

"The spirit of 'Extreme Makeover: Home Edition' is a perfect match for Beazer, as we consider our customers' experience in building a home just as important as the physical structure," comments Marilyn Gardner, Beazer's vice president of sales and marketing. "Participation in this show enables us to bring our brand theme - Someday Starts Today - alive in possibly the most meaningful way any of us have ever experienced. As all of us embark on this adventure, we know that for the Harper family in particular, someday starts today."

The public can monitor construction progress and obtain behind-the-scenes insights at www.beazer.com

About Beazer Homes

Beazer Homes USA, Inc., is the country's sixth largest single-family homebuilders with operations in Arizona, California, Colorado, Delaware, Florida, Georgia, Indiana, Kentucky, Maryland, Mississippi, Nevada, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia and West Virginia. Headquartered in Atlanta, the company employs nearly 3,500 people nationwide. Beazer Homes also provides mortgage origination and title services. For more information visit www.beazer.com.

About ABC-TV's "Extreme Makeover: Home Edition"

ABC-TV's hit show, "Extreme Makeover: Home Edition," garnered an Emmy nomination during its first season for Outstanding Reality Program. Each episode features a race against time on a project that would ordinarily take at least four months to achieve, involving a team of designers, contractors and several hundred workers who must totally rebuild an entire house in a week. The program is produced by Endemol USA, a division of Endemol Holding, with Tom Forman serving as executive producer.

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