



## **Beazer Builds Smarter Homes To Enhance Everyday Life**

August 22, 2007

### **New SMARTDESIGN™ Options Provide Consumers Homes that Live Better**

ATLANTA, Aug. 22, 2007 – Beazer Homes USA Inc., today launched new SMARTDESIGN™ home features as part of its ongoing effort to design homes that are best suited for today's lifestyles. With the help of organizing expert, Monica Ricci, Beazer is introducing new optional features to help homeowners reduce clutter, increase storage and use their space more efficiently.

Beazer's newest options are the product of its proprietary SMARTDESIGN approach to new home design. Through SMARTDESIGN, Beazer's architects collaborate with a team of experts – including interior designers, organization specialists and homeowners – to develop homes that offer an unparalleled combination of style and function.

"Today's consumer is increasingly time pressed, stressed and over worked. Our goal is to provide homes that offer a respite from the daily grind," stated Kimberly Whitler, chief marketing officer of Beazer Homes. "Through extensive research with homebuyers and experts like Monica Ricci, we're reinventing the way homes are designed. Putting the homeowner at the center of our design process allows us to create homes that look great and live better."

With the help of Ricci, Beazer is addressing a challenge every modern family faces – having enough storage and organized space.

"Homebuyers are looking for more usable space, and they need help with organization," said Ricci, a certified organization expert who has been named one of the Nation's "Organizing Elite" by Forbes Magazine. "By increasing storage, changing layouts to enhance flow, and adding features that help reduce clutter, Beazer's SMARTDESIGN homes support the way today's families actually use their home."

Beazer's new SMARTDESIGN options include unique solutions that incorporate organization and efficiency throughout the home. From the all-in-one Family Activity Center with space for a home office, crafts and hobbies, to the Pet Care and Cleaning Center that includes specific spaces for washing the dog and doing the laundry, the options are well-suited for today's lifestyles. Additional options include a Chef's Dream Kitchen, The Handyman's Garage, Kid's Hideaway, Master Dressing Room and Home Management Center.

### **Homeowners Desire More Organization at Home**

According to research conducted on behalf of Beazer, a more organized home is at the top of the list of what homeowners most desire but do not have the time or expertise to make a reality. In fact, more than half of respondents report clutter and disorganization in the home adds stress and anxiety to their daily lives.

"The average American spends more than 10 minutes every day looking for misplaced items like keys or cell phones. That's 60 hours a year," said Whitler. "With hectic schedules and a never-ending accumulation of stuff, homeowners are looking for ways to simplify their lives, and that's where our SMARTDESIGN approach can help."

Nearly 73 percent of those polled agree that the kitchen is their top priority, with close to one in two women reporting they would give up stainless steel appliances in exchange for a more organized kitchen. Beazer's SMARTDESIGN kitchen option includes a number of features designed to maintain order while maximizing storage and accessibility, such as sliding drawers for easy access to pots and pans, and spacious pantries with adjustable shelves and storage bins.

Other high-priority areas of the home include the home office and the garage. Sixty-nine percent of respondents desire a highly-organized home office that is easy to maintain, while 55 percent said they do not have enough room in the garage to fit the family car. New SMARTDESIGN options address these areas by providing home buyers with flexible storage and organization features that maximize space.

For more information, visit [www.beazer.com/SMARTDESIGN](http://www.beazer.com/SMARTDESIGN).

### **About Beazer Homes USA Inc.**

Beazer Homes USA Inc., headquartered in Atlanta, is one of the country's 10 largest single-family homebuilders with operations in Arizona, California, Colorado, Delaware, Florida, Georgia, Indiana, Kentucky, Maryland, Nevada, New Jersey, New Mexico, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia and West Virginia and also provides mortgage origination and title services to its homebuyers. Beazer Homes, a Fortune 500 company, is listed on the New York Stock Exchange under the ticker symbol "BZH."

Contact:

Sara Nix  
Fleishman Hillard  
(404) 739-0115  
sara.nix@fleishman.com

Mandy Brooks  
Beazer Homes  
(770) 829-3755  
mbrooks@beazer.com

