



BEAZER HOMES

Video: eSMART by Beazer Homes(TM) Launches Nationally

April 17, 2008

First Top 10 Builder to Include Products that Address Energy & Water Savings and Indoor Air Quality as Standard Features

ATLANTA, April 17 /PRNewswire-FirstCall/ -- Beazer Homes USA, Inc. (NYSE: BZH), one of the nation's top 10 homebuilders, today launched eSMART by Beazer Homes(TM) (<http://www.prnewswire.com/mnr/beazer/32362>), the first comprehensive program of its size designed to increase energy and water efficiency, and improve indoor air quality, for every home it builds.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/beazer/32362/>

The innovative program combines high-performance products from GE, Honeywell, Moen and others with industry-approved green building practices, and is designed to have an immediate impact on the home's annual operating costs. The new eSMART features will be made available at no additional cost to buyers.

Going forward, every newly-started Beazer home will include products designed to increase energy and water efficiency, including Honeywell FocusPRO(TM) Programmable Thermostats, GE EnergySmart(TM) compact fluorescent light bulbs (CFLs), GE Energy Star(R) dishwashers and MOEN water-saving bathroom faucets and showerheads. Additionally, each new Beazer home will incorporate products designed to improve indoor air quality, including air filters with a higher minimum efficiency rating value (MERV), and carpets and paints that emit lower volatile organic compounds (VOCs).

"Our goal is to provide affordable everyday solutions that can make a difference right now in terms of environmental impact and operating costs," said Tony Callahan, senior vice president of Purchasing, Planning and Design at Beazer Homes. "Consumers want to do their part for the environment, but they also need to save money. With our eSMART homes they can do both."

eSMART by Beazer Homes(TM) will provide homeowners immediate annual energy savings when compared with a similar home built without these features. For example, converting the typical 3-bedroom, 2 1/2-bath Beazer home to EnergySmart(TM) CFLs will save homeowners approximately \$331 in annual energy and replacement costs* (at 9.7 cents/kWh).

According to Callahan, Americans' expectations about energy efficiency in new home construction are changing. Some 66 percent of consumers polled by Beazer Homes in March 2008 report being more conscious of the environment and the need to conserve natural resources today than they were five years ago. And nearly three-quarters (73 percent) said that builders need to do more to make an affordable "green" home available to the average American. Driving this point home, two-thirds of survey respondents ranked the importance of energy-saving features, such as programmable thermostats and CFLs, on par with higher-end kitchen features when making a new home purchase decision.

As part of Beazer Homes' ongoing commitment to move toward more sustainable building practices, the Company has aligned itself with recognized leaders in the areas of environmentally-conscious home construction and design. Through these partnerships, Beazer Homes' planning and design team is gaining valuable insights on ways to combine environmentally-responsible practices with practical, cost-effective measures that are marketable to today's homebuyers.

For example, in 2006 Beazer Homes was a principal investor in the launch of Imagine Homes, a San Antonio builder that is the first to certify 100 percent of their homes under two prestigious programs, the Build San Antonio Green program and the U.S. Department of Energy's EPA Energy Star-qualified Home program. Today, 90 percent of the green-certified homes in San Antonio have been built by Imagine Homes. Additionally, Beazer Homes served as principal sponsor of the Georgia Institute of Technology's entry into the 2007 Solar Decathlon, an international competition between 20 universities to design, build, transport and commission an 800-square foot, solar-powered house.

"As a national homebuilder, we have a responsibility to find practical, sustainable and affordable solutions for our homebuyers," said Callahan. "Beazer already offers quality homes at a great value. The addition of these energy-saving and healthy home attributes gives us an unbeatable combination for homebuyers who want it all."

For more information and photos, please see our multimedia press release at: (<http://www.prnewswire.com/mnr/beazer/32362>)

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. Beazer Homes is listed on the New York Stock Exchange under the ticker symbol "BZH."

* Source: GE Lighting

SOURCE Beazer Homes

NOTE TO EDITOR: Title 24 Applies in California
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