



# BEAZER HOMES

## Beazer Homes Introduces SMARTDESIGN(R) Eco Sales Event, Feb. 6-8

January 26, 2009

Save Money, Save Energy with Every New Beazer Home

ATLANTA, Jan. 26 /PRNewswire-FirstCall/ -- Beazer Homes USA, Inc. (NYSE: BZH), one of the nation's top 10 homebuilders, today announced a national sales event Feb. 6-8 that offers qualified buyers special incentives on brand new homes and additional money-saving eco-friendly features aimed at reducing the cost of monthly energy bills.

During its SMARTDESIGN Eco Sales Event, the national homebuilder is offering tremendous values in all its communities across the country and, as an added bonus, for every \$10,000 spent on a new home, the buyer will receive an additional \$100 to use on eco-friendly and other optional features available through Beazer's design studio.

According to Kathi James, senior vice president and chief marketing officer for Beazer Homes, while location and price will always be driving factors, savvy buyers are taking a closer look at the features that impact a home's operating cost. And, as more Americans look for ways to live an eco-friendly lifestyle, those considering the purchase of a new home are evaluating the many energy-saving benefits of new construction.

"With interest rates at their lowest point in decades and great deals to be had just about everywhere, home buyers are putting more focus on keeping their home energy and maintenance costs at bay," said James. "Next to the mortgage, the power bill can be the second most expensive cost in owning a home. Energy-saving benefits like improved heating and cooling systems and better insulation techniques in new construction offer greater efficiency than what is found in many older homes."

As part of Beazer's SMARTDESIGN initiative, the top-10 national homebuilder includes up to 10 eco-friendly features in every home it builds, including CFL bulbs, programmable thermostats and EnergyStar(R) dishwashers. Other standard features include water-saving faucets and showerheads that cut back on water usage, as well as air filters and low-VOC paints and carpet that contribute to healthier indoor air quality.

Beazer Homes is one of the country's largest single-family homebuilders with operations in 17 states. For more information on incentives available by market, visit <http://Beazer.com>.

SOURCE Beazer Homes USA, Inc.

01/26/2009

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