

NEWS RELEASE

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Department of Energy's Building America Program Recognizes Pulte Homes in Phoenix and Environments For Living® For Reaching 1000th Home Built to High-Performance Standards

PHOENIX, Arizona (August 21, 2002) – Pulte Homes (NYSE: PHM) was recognized today by the U.S. Department of Energy's Building America program for reaching a major milestone in implementing the principles of energy efficiency and building science in the design and construction of new homes in Phoenix. Pulte recently sold its 1,000th home in Phoenix built to the performance standards established by Environments For Living, a private-sector program based on specifications originally developed under Building America.

Pulte has been the leading builder in the nation in the number of homes the company has built under both the Building America and Environments For Living programs across the country. Phoenix is among the top three markets nationally for the construction of new Environments For Living homes.

The owners of the 1,000th home in Pulte's Apache Manor subdivision, located in East Mesa, will receive a brass nameplate with the Building America logo, and Environments For Living will pay their utility bill for their first month of occupancy.

As a member of one of five Building America consortia, Pulte first began working with Building Science Consortium, based in Westford, Mass., to identify designs and applications in homebuilding that use less energy and result in homes that are efficient, durable and affordable to build and buy. Building America performance standards were embraced by Masco Contractor Services, Inc., a subsidiary of Masco Corporation (NYSE: MAS), and the Environments For Living program was created as a private-sector initiative to bring the ideas of building science to even more builders. Pulte quickly became the leading builder in the Environments for Living program, which offers a two-year homeowner guarantee on heating and cooling costs.

"The Department of Energy is honored to have Pulte Homes as a Building America partner," said Mark Ginsberg, a member of DOE's Office of Energy Efficiency and Renewable Energy's Board of Directors. "Pulte's adoption of energy efficient building practices as standard construction is a sound business practice that saves homeowners money and benefits the country by saving energy."

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Ginsberg complimented the Environments For Living program as “an effective private sector initiative that is delivering Building America’s systems engineering approach to a broader range of builders, and educating consumers about the benefits of energy efficient homes.”

Pulte’s original Building America participation began in 1998 with small number of homes in Las Vegas. The program’s concepts, however, have been embraced by Pulte nationally and were initiated by Pulte Phoenix in 2001. To date, Pulte is responsible for the construction of more than 5,500 Building America homes with almost 25 percent located in the Phoenix Valley. Building America homes in Phoenix today are responsible for annual savings of 15,709 million Btu in energy, 588,602 pounds of carbon emissions, 5,726 pounds of SO₂ emissions, and 5,157 pounds of NO_x emissions.

The Environments For Living program joined forces with Pulte in 2001 to help educate consumers about building science and system-based design. The Environments For Living energy use and comfort guarantees have provided Pulte with a marketing offer that helps to engage prospective homebuyers in a dialogue about the unique construction standards that result in guaranteed performance.

One construction technique that resulted from Pulte’s participation in Building America was moving the attic insulation from the ceiling to the underside of the roof decking. Many homes in the Southwestern United States locate the HVAC equipment and duct systems in the attic to maximize available living space. This location is extremely warm, especially during the summer months, requiring the equipment to work at less than efficient levels. By installing the insulation on the underside of the roof decking, the equipment and ducts were now inside the conditioned space of the home, thereby reducing the strain on the equipment. In addition, the ducts were sealed to insure that conditioned air was delivered to the living space and not lost in the uninhabited attic.

“Pulte’s vision and enthusiasm for the program have been essential to its success,” stated Ginsberg. “Pulte Homes has standardized many of the building designs and practices initiated under the Building America program. It is extremely gratifying to see research lead to practical applications.”

According to Tom Callahan, vice president of sales and marketing for Pulte Homes-Phoenix, the company’s leading participation in the Building America and Environments For Living programs will give Pulte an edge in the Phoenix market for years to come.

“We are certainly not alone in talking about energy efficiency, but we’re building most homes to a higher standard of efficiency than even the ENERGY STAR® program requires. And we are incorporating other elements of system-based design that deliver additional features and benefits of building science, including durability and a safe and healthy living environment,” said Callahan.

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“In addition, the Environments For Living energy-use guarantee shows the consumer that we’re not just talking about energy efficiency, we’re actually promising it in writing,” Callahan stated.

About Pulte Homes

Pulte Homes, Inc., (www.pulte.com) based in Bloomfield Hills, Michigan, has operations in 44 markets including Phoenix across the United States, Argentina, Puerto Rico and Mexico, where it is the fifth-largest builder. Through its Del Webb (www.delwebb.com) operations, the Company is also the nation's leading builder of active adult communities for people age 55 and older. Over its history, the Company has constructed more than 407,000 homes and has been honored as "America's Best Builder." In Phoenix, Pulte has earned recognition as the winner of the National Association of Home Builders Energy Value Housing award as well as earning the J.D. Power & Associates Customer Satisfaction Award.

About Building America

The U.S. Department of Energy’s Building America program (www.buildingamerica.gov) is a private/public partnership that collaborates with designers and builders to build homes that use up to 50 percent less energy for heating and cooling than conventional homes, and cost little or no more to build. Building America employs a systems approach to homebuilding that unites segments of the building industry that traditionally work independently of one another. Program partners include five teams of architects, engineers, builders, equipment manufacturers, material suppliers, community planners, mortgage lenders, and contractor trades representing 270 different companies.

About the Environments For Living Program

The Environments For Living program is a building science initiative sponsored by Masco Contractor Services (MCS), Inc., a subsidiary of Masco Corporation (NYSE: MAS). MCS is the largest insulation, fireplace and guttering subcontractor in the world. With more than 325 locations in the United States and Canada, the company bundles hundreds of top-grade building products with installation services provided by 14,000 trained and fully-insured professionals. For program and guarantee information, visit www.effhome.com or call 866-912-7233.

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