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Del Webb Background Information and Fact Sheet

- Del Webb is the leading brand of communities for active adults, those persons age 55 and better, in America. It is a brand of Pulte Homes, Inc., (NYSE: PHM) and there are currently 59 Del Webb communities open for sale in 20 states.
- The Del Webb concept of active adult living traces its roots back to Delbert Eugene Webb, who began his career as a building contractor in 1928. Webb was the eventual developer of the Los Angeles County Museum of Art, Madison Square Garden and Las Vegas' Flamingo Hotel, among others.
- Mixing passion and business, the charismatic Webb was also a co-owner of the New York Yankees from 1945 until 1965. The Yankees won the World Series 10 times during his 20-year tenure.
- With experience gained while building large-scale military housing projects during World War II, Webb struck upon an idea in the late 1950s to build large-scale communities for retirees. Up to that time, "retirement living" in America was only for the rich. The average working man or woman usually just stayed put in their own home once they retired.
- The first Del Webb active adult lifestyle community, Sun City, was opened in the Phoenix area on January 1, 1960. The community was the first of its kind – a place catering to active adults aged 55 and better who were attracted by Webb's concept of affordable and active retirement living. The first Sun City spawned several more in Arizona, as well as communities in California, Nevada, Texas, Florida and South Carolina. In 1998, the first Del Webb community built outside the "Sun Belt" opened in Huntley, Ill.
- By 2000, the Del Webb Corporation had opened 13 active adult lifestyle communities with more than 80,000 homes.
- In July 2001, Del Webb Corp. merged with Pulte Homes to create the nation's largest homebuilding company. For 55 years, Pulte Homes has been helping individuals, couples and families build a better life. Pulte Homes in 2004 received the first-ever Platinum Award for Excellence in Customer Service among America's largest homebuilding companies from J.D. Power and Associates.
- In 2002, Pulte Homes began introducing under its Del Webb brand smaller, more intimate lifestyle-oriented active adult communities in the Northeast.
- With its Del Webb brand, Pulte Homes is at the forefront of active adult communities, drawing on more than 45 years of experience in meeting the social, physical and emotional needs of today's active adults.

- Del Webb communities offer residents an active, facilitated lifestyle that affords the largest growing segment of the American population, Baby Boomers and retirees, the opportunity to experience life as they see fit.
- Today, one in four Americans are 55 and better, and as the average lifespan increases, Americans are spending more and more time in their “retirement” years. Pulte Homes understands that Del Webb residents are not sipping lemonade in rocking chairs on a porch – they are biking, hiking, dating, dancing or engaging in new artistic, social or cultural pursuits that enrich their lives.
- The concepts around recreational pursuits have changed since the time of the original Sun City. While golf and shuffleboard were the primary recreational pursuits back in 1960, today walking trails, bicycle and jogging paths, and softball diamonds are some of the integral components of a Del Webb community. One Del Webb community in development, Sun City Carolina Lakes in Lancaster County, S.C., is located along the banks of the Catawba River and a kayaking/canoe center is planned for the community.
- Residents of these communities enjoy robust recreational amenities, including world-class fitness centers, swimming pools and game rooms, along with the ability to socialize and interact with other residents that share common interests. Most Del Webb communities include a full-time activities director to orchestrate social events, clubs and even educational courses offered by nearby colleges and universities.
- Pulte Homes currently has Sun City, Solera and “by Del Webb” branded communities open for sale or in development in these 21 states: Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Maryland, Massachusetts, Michigan, Nevada, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas and Virginia.
- In recent years, while continuing to grow its more traditional “resort” or “destination-style” communities, following the Sun City concept, Pulte Homes has also recognized the retirement living wishes of more of today’s Americans. Communities such as Bridgewater by Del Webb in the greater Detroit area, Great Island by Del Webb in Plymouth, Mass., and Celebrate by Del Webb in Fredericksburg, Va., offer the active adult lifestyle for those residents who want to live close to their current home, family and friends.
- Today, the Baby Boomer market, estimated at 78 million Americans and with spending power approaching \$3 trillion, represents the fastest-growing home buying demographics in the U.S. Pulte Homes looks forward to continuing to meet that demand with exceptional and exciting new Del Webb communities.

Additional facts:

- Average age of current Del Webb resident: 62
- Number of people per Del Webb household: 1.8
- Range in square footage of Del Webb houses: 1,100 – 4,300
- Range in price of Del Webb houses: \$162,990 - \$615,990

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