



Press Release

J.D. Power and Associates Reports: Centex Homes Ranks Highest in Satisfying New-Home Buyers in Atlanta

John Wieland and Pulte Homes Round Out the Top Three Performers

WESTLAKE VILLAGE, Calif.: 13 September 2006 — Centex Homes ranks highest in home builder customer satisfaction in the Atlanta market, according to the J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM released today.

The study, now in its 10th year, includes satisfaction ratings of builders in 34 of the largest U.S. home-building markets. Ten factors drive overall satisfaction with home builders. They are (in order of importance): builder's warranty/customer service; home readiness; builder's sales staff; construction manager; quality of workmanship/materials; price/value; physical design elements; builder's design center; recreational facilities; and location.

Centex improves 10 index points from 2005, and performs particularly well in the Atlanta market in nine of the 10 factors: builder's warranty/customer service; home readiness; builder's sales staff; construction manager; quality of workmanship/materials; price/value; physical design elements; builder's design center and location.

Following Centex in the market rankings are John Wieland and Pulte, respectively.

The average customer satisfaction index score in Atlanta is 110—2 points below the 34-market average of 112.

“New-home builders today are facing challenges unlike any they've experienced in recent years,” said Paula Sonkin, executive director of the real estate industries practice at J.D. Power and Associates. “Over the past few years, home builders have often been in an order-taking mode, enjoying record closings and enthusiastic buyers. However, as the market softens and inventories rise, builders now find themselves in more of a selling mode, forcing them to negotiate prices and offer incentives at the same time they struggle with labor issues and increasing building material costs. As builders fight for every sale they close in this downturned market, a reputation for customer satisfaction becomes more important than ever, as it helps builders differentiate themselves from the competition.”

In addition to the intense market conditions faced by builders, the number of construction problems experienced by new-home buyers is on the rise. The study finds that the typical buyer experiences an average of 14 problems with their new home—a 7 percent increase from 2005. In Atlanta, new-home buyers experience an average of 16 problems. More than 90 percent of new-home buyers report experiencing at least one construction problem. The most frequently occurring construction problems in Atlanta involve nail pops/exposed nails in the drywall, landscaping and heating and air conditioning.

To be included in the study, Atlanta-area builders must have closed 150 or more homes in the market in 2005. The new homes are located in the following counties: Barrow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Spalding and Walton.

The 2006 New-Home Builder Customer Satisfaction Study is based on responses from 60,927 buyers of newly built single-family homes who provided feedback after living in their homes from four to 18 months, on average. There were 2,128 respondents in the Atlanta market.

For more comprehensive builder ratings for all 34 U.S. markets, visit www.jdpower.com

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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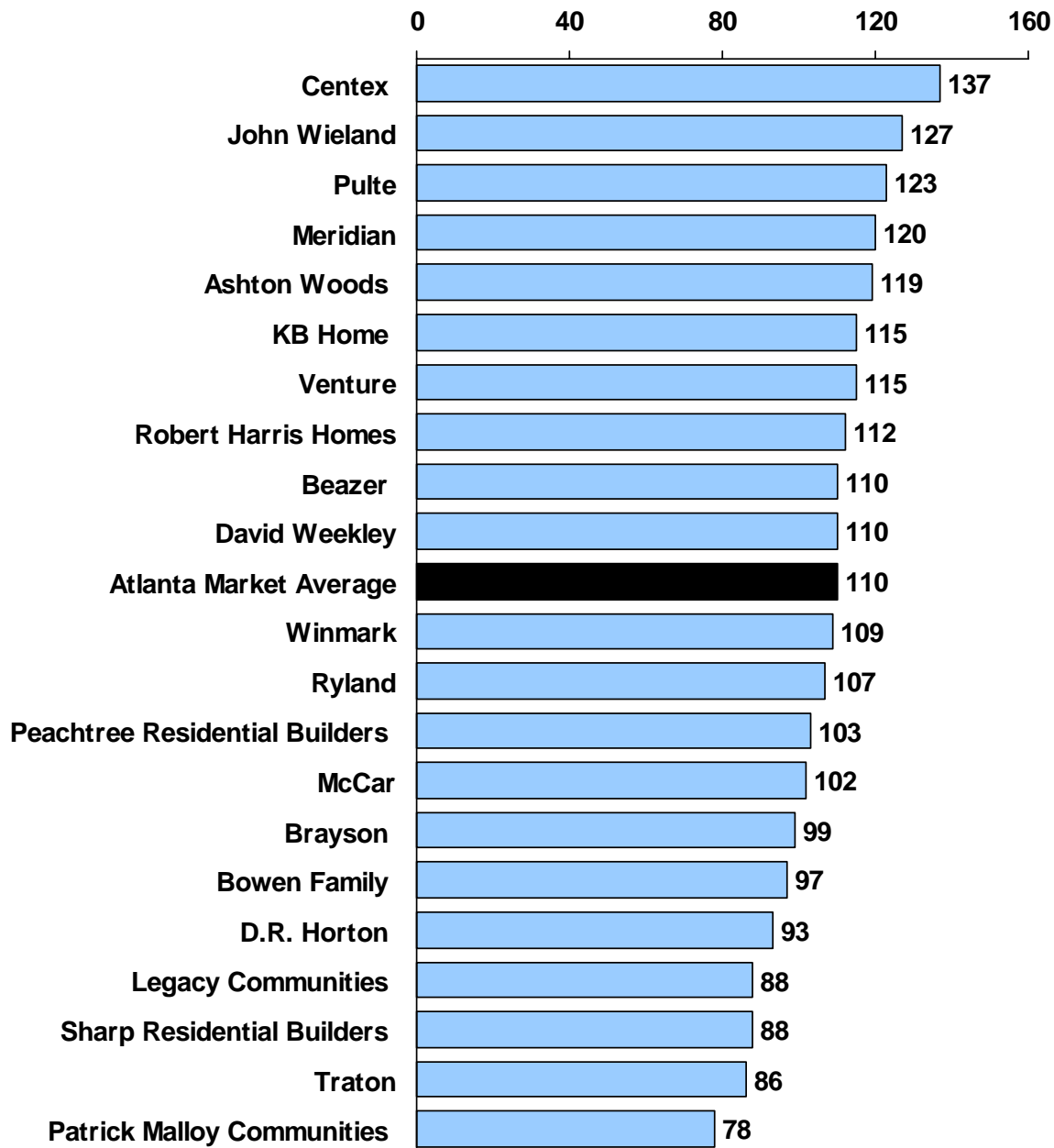
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(Page 2 of 2)

NOTE: Four charts follow.

J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM

Overall Satisfaction Index Scores *Atlanta*



Source: J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM as the source. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.

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2006 New-Home Builder Customer Satisfaction StudySM

Top Three Builders in Customer Satisfaction by Market

Albuquerque, NM*

Highest: Pulte
Centex

Denver/Colorado Springs, CO

Highest: Pulte
John Laing
Centex (tie)
Shea (tie)

Nashville, TN

Highest: Centex
Ole South Properties
Newmark

San Antonio, TX

Highest: Centex
Pulte
KB Home

Atlanta, GA

Highest: Centex
John Wieland
Pulte

Detroit, MI

Highest: Robertson Brothers
Pulte
Abbey Homes

Orange County, CA

Highest: John Laing
Lennar
Shea

San Diego, CA

Highest: Shea
Lennar
KB Home (tie)
Pulte (tie)

Austin, TX

Highest: David Weekley
Pulte
Standard Pacific

Ft. Myers/Naples, FL*

Highest: DiVosta
Pulte

Orlando, FL

Highest: Pulte
Centex
Lennar

San Francisco Bay Area, CA

Highest: Centex
Pulte
Lennar

Baltimore, MD

Highest: Pulte
Del Webb
Ryan

Houston, TX

Highest: NuHome Designs (tie)
Highest: Pulte (tie)
David Weekley

Palm Beach, FL

Highest: DiVosta
Minto Builders
G.L. Homes

Seattle/Tacoma, WA

Highest: Centex
Polygon Northwest (tie)
Shea (tie)

Central Valley, CA

Highest: Pulte
KB Home (tie)
Lennar (tie)

Inland Empire, CA

Highest: Centex
Fox & Jacobs
Del Webb

Philadelphia, PA

Highest: J. S. Hovnanian & Sons
T.H. Properties
Ryan

Tampa Bay, FL

Highest: DiVosta
Tripp Trademark
Pulte

Charleston, SC*

Highest: Centex

Jacksonville, FL

Highest: Pulte
Beazer
Centex

Charlotte, NC

Highest: Centex
Highest: Westfield
John Wieland (tie)
Pulte (tie)
Saussy Burbank (tie)

Los Angeles/Ventura, CA

Highest: Centex
Pulte
Shea

Phoenix, AZ

Highest: Farnsworth
Pulte
Del Webb

Tucson, AZ

Highest: Pulte
Lennar
Del Webb

Chicago, IL

Highest: Lakewood
Pulte
Del Webb

Las Vegas, NV

Highest: Del Webb
Centex (tie)
Pulte (tie)

Portland, OR

Highest: Centex
Arbor Custom
Legend Homes Corporation

Washington, D.C.

Highest: Pulte
Del Webb (tie)
IDI Group (tie)

Dallas/Ft. Worth, TX

Highest: Pulte
Centex
Horizon

Minneapolis, MN

Highest: Centex
Pulte
Orrin Thompson

Raleigh/Durham, NC

Highest: Centex
Lennar
Pulte

Sacramento, CA

Highest: Centex
Tim Lewis Communities
Pulte

**For more comprehensive builder ratings by market,
visit the J.D. Power Consumer Center at www.jdpower.com**

* No other builder in this market performs above the market average.

Source: J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM

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2006 New-Home Builder Customer Satisfaction StudySM

Overall Satisfaction Index Scores

Market	2006	2005	2004	Difference from 2005 to 2006
Major Market Total	112	112	112	0
Austin	124	122	122	2
Minneapolis	123	116	113	7
Sacramento	123	120	116	3
Orange County (CA)	122	122	n/a	0
Ft. Myers/Naples	120	108	115	12
Dallas/Ft. Worth	119	117	118	2
Central Valley (CA)*	118	n/a	n/a	n/a
Houston	118	118	113	0
San Francisco Bay Area	118	111	108	7
San Antonio*	117	n/a	n/a	n/a
Albuquerque	116	104	n/a	12
Chicago	116	115	111	1
Inland Empire (CA)	116	113	n/a	3
Los Angeles/Ventura (CA)	114	116	n/a	-2
San Diego	114	111	106	3
Tampa	113	115	112	-2
Tucson	113	118	114	-5
Charlotte	112	115	113	-3
Las Vegas	112	113	123	-1
Raleigh/Durham	112	113	117	-1
Baltimore	111	106	n/a	5
Detroit	111	108	108	3
Atlanta	110	108	109	2
Denver/Colorado Springs	108	111	112	-3
Phoenix	107	114	119	-7
Charleston (SC)*	105	n/a	n/a	n/a
Seattle/Tacoma	105	113	106	-8
Washington, D.C.	105	104	101	1
Palm Beach	102	107	106	-5
Nashville*	101	n/a	n/a	n/a
Portland	101	109	n/a	-8
Orlando	100	104	108	-4
Jacksonville	99	98	94	1
Philadelphia	95	101	99	-6

*New markets added to the study in 2006.

Source: J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM

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2006 New-Home Builder Customer Satisfaction StudySM

Ten Factors Drive Overall Satisfaction with Home Builder % Contribution to Overall Satisfaction

Builder's Warranty/Customer Service	20%
Home Readiness	16%
Builder's Sales Staff	14%
Construction Manager	13%
Quality of Workmanship/Materials	13%
Price/Value	8%
Physical Design Elements	6%
Builder's Design Center	4%
Recreational Facilities	3%
Location	2%

NOTE: Percentages may not total 100 due to rounding.

Source: J.D. Power and Associates 2006 New-Home Builder Customer Satisfaction StudySM

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