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Connerton Receives 2005 Sales and Marketing Council Awards of Excellence from the Tampa Bay Builders Association

TAMPA, Fla. (November 17, 2005) – Connerton was honored by the Tampa Bay Builders Association with four 2005 Sales and Marketing Council Awards. They received awards for *Best Billboard for a Developer*, *Best Logo for a Developer*, *Best 4 Color Ad for a Developer* and *Best Direct Mail Campaign*.

“We are honored to have received such prestigious recognition from the Tampa Bay Builders Association,” said Stewart Gibbons, president of Connerton. “It is incredibly rewarding to be honored by our peers this way.”

The awards were presented at the Awards of Excellence Entry Banquet, “The Sky’s The Limit,” on November 10, 2005 at the A La Carte Event Pavilion in Tampa. Each award was based on several criteria, including originality, concept, layout, readability, target marketing, overall design and execution. Products or communities marketed during the period from September 1, 2004 through August 31, 2005 were considered.

“I am very proud of our marketing team and our advertising agency, The Motta Company, for all their hard work,” said Lorrie Glover, marketing manager for Connerton.. “This just goes to show what a terrific team we have.”

The Awards of Excellence honors builders, real estate agents and on-site sales associates who make major contributions to the residential home building industry through superior, innovative, and creative merchandising.

Connerton is a 4,800 acre mixed-use master planned community in Central Pasco County, and the only “New Town” currently under construction in the greater Tampa Bay area. In total, there are approximately 8,500 residential units planned with over 3 million square feet of commercial space for office, retail and industrial uses. Nearly half of the 264 residences in The Arbors, the first village in Connerton, are sold. The community features many amenities, including a Town Center, fitness and aquatics complex,

amphitheatre, gymnasium, golf courses, parks, walking trails and conservation areas. A hospital, regional park and 3 schools are also planned. For more information on Connerton, call (813) 995-2460 or visit www.connerton.com.

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