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Media Contact:
Justin Conrad
jconrad@tuckerhall.com
(813) 228-0652 x111

Connerton Wins Excel Awards at 2006 Southeast Building Conference

TAMPA, Fla. (August 14, 2006) – Connerton, the nearly 5,000 acre New Town currently under development in Pasco County, was honored twice by the Florida Home Builders Association at the 2006 Southeast Building Conference (SEBC) Excel Awards. The Connerton marketing team received the Gold award for *Best Signage Program* and the Bronze award for *Best Brochure for a Master-Planned Community*. The Excel Awards recognize the best and most innovative professionals in design and marketing for the new home construction industry.

“We’re very proud of our marketing team,” said Stewart Gibbons, president of Connerton. “And it’s an honor to have Connerton recognized at the Southeast Building Conference.”

The SEBC is the largest building and education conference in the South. The 2006 conference was hosted by the Florida Home Builders Association, and took place at the Orange County Convention Center from August 3-5. The Excel Awards is one of the largest recognition programs of its kind in Florida and was designed to honor sales, marketing and merchandising professionals in the new home construction industry.

About Connerton

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. The Arbors, the first village in Connerton, is nearly sold out. The community will feature many amenities, including a Town Center, fitness and aquatics complex, amphitheatre, parks, walking trails and conservation areas. A hospital, regional park and three schools are also planned.

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