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Connerton Wins Excel Award at 2007 Southeast Building Conference

TAMPA, Fla. (July 20, 2007) – Connerton, the nearly 5,000 acre New Town currently under development in Pasco County, was honored by the Florida Home Builders Association at the 2007 Southeast Building Conference (SEBC) Excel Awards. The Connerton marketing team received the Gold award for *Best Overall Marketing Campaign* for a builder or developer. The Excel Awards recognize the best and most innovative professionals in design and marketing for the new home construction industry.

“We’re honored to be recognized for our marketing achievements in a venue as prestigious as the Southeast Building Conference,” said Stewart Gibbons, president of Connerton. “Our community is among the best in Florida, and our marketing efforts reflect that same quality.”

The SEBC is the largest building and education conference in the South. The 2007 conference was hosted by the Florida Home Builders Association, and was held at the Orange County Convention Center, July 11-14. The 29th annual event attracted more than 16,000 participants. 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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