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Connerton offers new luxury model from Arthur Rutenberg Homes *Connerton is the only Land O'Lakes development to offer the Tradewinds VI*

TAMPA, Fla. (May 19, 2008) – A new luxury model home from Arthur Rutenberg Homes is open in Connerton, a New Town on Florida's west coast. Connerton is the only development throughout the Arthur Rutenberg Homes system, which includes Florida, Georgia and South Carolina, with a Tradewinds VI model. Located in Connerton's Arbors Village, the new four-bedroom luxury model is open and available for tours.

The Tradewinds VI offers an open, airy layout with a double-sided fireplace, art niches in the foyer and master bedroom and 11-foot-4-inch ceilings in the main living areas. The Tradewinds VI also incorporates a bonus room leading out to a cabana area designed for entertaining.

Arthur Rutenberg Homes selected the Tradewinds VI with the Connerton lifestyle in mind, said Lori Garton, Arthur Rutenberg Homes president. "The Tradewinds VI model is ideally suited to serve today's active lifestyles, which demand flexible space, luxurious comfort and plenty of room for family and entertaining," Garton said. "We believe Connerton is one of the best locations in Pasco County and are hoping to offer more models there in the future."

"We are proud Connerton is the exclusive development in our area offering this beautiful model," said Stew Gibbons, president of Connerton. "It's a perfect fit for our community and we are confident it will be well received by those looking for a new home."

Call (813) 929-8088 for more information on Arthur Rutenberg Homes available in Connerton.

About Arthur Rutenberg Homes

Arthur Rutenberg Homes has been a respected name in homebuilding since 1953. Today, Arthur Rutenberg Homes is the country's largest network of homebuilding franchises and was recently named one of the nation's fastest growing homebuilding companies by Professional Builder magazine. ARH's ever-changing portfolio of more than 80 award-winning plans are designed for upscale homebuyers, including growing executive families and those luxury-minded couples looking to downsize.

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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, approximately 8,500 residential units are planned with more than 3 million square feet of commercial space for office, retail and industrial uses. The Arbors, the first village in Connerton, is nearly sold out. Village Two, The Gardens, is now selling.

The community currently features amenities including a Village Center with a Publix Super Market, banks and other convenient shops and services; and walking trails, boardwalks, neighborhood parks and conservation areas. A fitness and aquatics complex, an amphitheatre and parks are under development; and a hospital, medical offices, a regional park and three schools and a town center are also planned.

For more information on Connerton, call (813) 995-2460 or visit www.connerton.com.

Editor’s Note: photos of the model are available by request.

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