

PLANTATION HOMES, PIONEER HOMES, COVENTRY HOMES, AND CARMEL BUILDERS
PARTNER WITH HOUSTON AFFILIATE OF

SUSAN G. KOMEN FOR THE CURE(r)

Houston, TX (May 6, 2010).... Plantation Homes, Pioneer Homes, Coventry Homes and Carmel Builders, are honored to announce their partnership with the Houston Affiliate of Susan G. Komen for the Cure(r), supporting its efforts with large scale promotions and a very generous fund raising commitment.

The builder's newly launched 'Built for the Cure' marketing campaign which includes promotions corporately and in all four brands in Houston, is intended to heighten awareness of the efforts of the organization known for bringing worldwide attention to breast cancer; and to let buyers of Plantation Homes, Pioneer Homes, Coventry Homes and Carmel Builders in Houston know that a portion of the proceeds from the sale of their new home will be donated to the Houston Affiliate of Susan G. Komen for the Cure(r).

This is the first partnership of its kind between a large Houston new home builder and the Houston Affiliate of Susan G. Komen for the Cure(r).

The multi-faceted marketing campaign which focuses on the local fund raising efforts, will include pink ribbons on all directional signs, countertop cards in every sales office/model home and information on the company's websites.

Plantation Homes, Pioneer Homes, Coventry Homes, and Carmel Builders were established in 1988 under a parent company, McGuyer Homebuilders, Inc. (MHI). As one of Texas' most successful home builders MHI has locations in five markets across the state and has partnered with a number of non-profit and charitable groups that include PBS, Habitat for Humanity, the Greater Houston Builders Association Charity Homes Project, and HomeAid which offers transitional housing for the homeless.

For more information on the company, visit www.McGuyerHomebuilders.com

About The Houston Affiliate of Susan G. Komen for the Cure(r):

The Komen Houston Affiliate was established in 1990 and in addition to funding research through the Susan G. Komen for the Cure Award and Research Grant Program; the Affiliate underwrites innovative breast cancer education, screening and treatment projects for the medically under-served in its community. The Houston Affiliate of Susan G. Komen for the Cure(r) has been ranked number one, topping 122 affiliate groups nationwide in recognition of the Komen Houston Affiliate's history of providing the most funding for education, screening and treatment nationally and in its seven county service area in Southeast Texas. For more information, visit www.Komen-houston.org

Breast Cancer Facts:

- 192,370 new breast cancer cases were diagnosed in 2009
- 1,910 men will develop breast cancer and 440 will die from the disease
- 13,090 women in Texas will be diagnosed with breast cancer
- 1 in 8 women will develop invasive breast cancer some time during her life
- Breast cancer is the most common cancer among women, other than skin cancer

Source: American Cancer Society Cancer Facts & Figures 2008-2009.

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