



CRAIG RANCH IN MCKINNEY, TEXAS

Craig Ranch Wins Gold Award for Best Information Center *McKinney Development One of Five Finalists for Community of the Year*

(January 20, 2010—McKinney, TX) Craig Ranch announced today it received the Gold Award for Best Information Center given by the National Association of Home Builders Sales and Marketing Council (NSMC), known as The Nationals (<http://www.thenationals.com>). The McKinney development was also one of five finalists in the country for Community of the Year.

"This is like the Oscars for the residential real estate industry," said David Craig, president and CEO of Craig International. "Craig Ranch offers a unique, urban opportunity with amenities that are hard to find anywhere else. To be recognized as the Best Information Center in the country and a finalist for Community of the Year shows that our industry and consumers like what we have to offer: urban walkability with convenience, small-town values and a healthy lifestyle."

Located at one of Collin County's primary crossroads and at the center of the fastest-growing area of North Texas, Craig Ranch is between Custer and Stacy Roads north of Highway 121 at the convergence of Plano, Allen, Frisco and McKinney and across the highway from the planned Collin County Performing Arts Center.

"The Nationals is the most prestigious awards of its kind, setting the benchmark for innovations in new home design, marketing and sales," said Sheri Jackson, chairperson of The Nationals. "NAHB's commitment to recognizing originality, imagination and success has been exemplified by its award winners since the competition's inception."

The Gold Award was presented at The Nationals Gala, held last night at Caesar's Palace in Las Vegas as part of the International Builders' Show (IBS).

Craig Ranch also received Silver Awards last month from NSMC for Best Virtual Reality Experience and Best Brochure for The Residences at Grand Lodge. In 2009, Craig Ranch received the National Silver award from the International Builder's Show for its planned Information Center, the prestigious Community of the Year award from The Homebuilders Association of Greater Dallas' 2009 ARC Awards Program and



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two McSam Awards for Best Builder Brochure for the Residences at Grand Lodge and Best Sales Office.

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About Craig Ranch

Craig Ranch is a 2,200 acre master-planned business, retail, and residential community in McKinney, Texas – recently ranked by Money Magazine as one of the top 15 “Best Places to Live” in America. Craig Ranch is a high profile, regional point of destination, with its open space and ambiance serving as a natural setting for outdoor concerts, water-inspired events, art fairs and exhibits. Soccer and baseball fields, hike and bike trails and dedicated green space give residents a sense of place they are proud to call home. Craig Ranch is an AT&T Connected Community. Its marquee venues include: the TPC at Craig Ranch, the Michael Johnson Performance Center, the Cooper Fitness Center & Spa at Craig Ranch, The Hospital at Craig Ranch, Dr Pepper StarCenter McKinney at Craig Ranch, The Ball Fields at Craig Ranch and The Premier Soccer Fields at Craig Ranch. More information on Craig Ranch can be found at:

<http://www.craigranchtx.com>.

ABOUT NSMC: The National Sales and Marketing Council has been promoting professionalism in sales and marketing in the home building industry for 40 years. To help builders sell homes more effectively, the council provides onsite sales and marketing training; offers awards, recognition, and designation programs; and provides sales and marketing support to the National Association of Home Builders (NAHB) members, committees, and councils. The council serves more than 11,000 NSMC members and supports more than 100 local sales and marketing councils across the United States.

Now in its 28th year, the Nationals award program continues to recognize superior new home sales and marketing achievements. With 63 categories across various disciplines of the new home industry, the awards honor excellence in product and community design, advertising, marketing and sales achievements by individuals and sales teams. For more information, visit www.nahb.org/nsmc.

ABOUT NAHB: The National Association of Home Builders is a Washington-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as “the voice of the housing industry,” NAHB is affiliated with more than 800 state and local home builders associations around the country.