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FOR IMMEDIATE RELEASE

Active recreation tops lifestyle desires for over-55 crowd and Baby Boomers

Adventure activities emerge as newest trend in active adult programming

Bloomfield Hills, Mich. – April 4, 2007 – Challenging conventional thinking about “senior” recreation, a recent lifestyle interest survey conducted by Del Webb communities shows that active recreation, especially adventurous pursuits such as hiking and river rafting, is emerging as a top lifestyle interest by the over-age 55 and Baby Boomer crowds. Unsurprising to Del Webb communities, topping the lifestyle interests were health and fitness activities including strength training and cardio workouts.

“It’s all about the lifestyle at a Del Webb community,” said National Director of Lifestyle Operations for Pulte Homes Judy Julison. “Although interest in many passive recreation activities still exists, demand for more active forms of lifestyle programming has emerged as a top priority among current residents and prospective homebuyers. Even adventure programming, such as hiking, climbing and river rafting are appealing to a much larger percentage of our residents than we have seen in past years.”

Adventure activities emerging

Swimming, golf, and bowling topped sports, athletic, and outdoor pursuits, but surprisingly, adventure activities like kayaking, hiking, and even hang gliding are quickly working their way up the scale. Hang gliding/parasailing/parachuting was ranked as extremely important¹ as a lifestyle offering by 6% of the respondents—nearly equal to the 6.1% of respondents who ranked competitive running the same.

Team sports like softball and tennis also ranked high. Nearly 20% of respondents ranked softball extremely important¹ and nearly 25% of respondents ranked tennis the same.

Leading the charge with adventure programming is Anthem Ranch by Del Webb outside Denver, Colorado, where lifestyle director Scott Hysler has implemented skydiving, white water rafting, hot air ballooning, sports flying, hang gliding and even parachuting adventures.

“The world record for senior rollerblading was set at Sun City Huntley in Huntley, Illinois,” said Julison. “I believe we will continue to see activities emerge that reflect this newer interest in adventure and other forms of active versus passive recreation pursuits.”

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¹ Using a 10-point scale, with 10 as most important, respondents ranked these items as an 8, 9, or 10.

Top sports, athletic and outdoor adventure pursuits:

Activity	Percent ranked "extremely important" ¹
Swimming	55.2%
Golf	49.2%
Bowling	34.4%
Fishing	30.1%
Canoeing/Kayaking	26.2%

Increasing in popularity:

Hiking/climbing/rappelling	18.0%
River rafting	17.8%
Downhill skiing	9.1%
Rollerblading	7.3%
Competitive running	6.1%
Hang gliding/parasailing/parachuting	6.0%

Total respondents = 3,584

Health and fitness still strong

Confirming the importance to this demographic of staying in shape, working out remains a top priority for Del Webb residents and prospective buyers. Approximately 77% of respondents to the survey indicated they workout at least three days per week. Fewer than 6% of the respondents indicated they work out zero days per week.

Among health and fitness related activities, walking and cardiovascular equipment workouts (treadmills, etc.) top the list. Balance training programs such as Pilates, Tai Chi, and yoga are on the rise with more than 51% of respondents saying these were extremely important to programming. At Sun City Hilton Head in Bluffton, S.C., the trend can be seen in real time: Pilates, Tai Chi, and yoga were not offered as classes at the community's opening in 1996, but have been introduced in the past few years.

"Although our active adult residents have health and fitness interests still aligned with those of past years in many ways," said Julison, "We are witnessing an emergence of new or broadened programming pursuits and a shift in lifestyle priorities."

An interesting trend seen at communities with a high-percentage of still-working residents, like Bridgewater by Del Webb outside Detroit, Mich., is that fitness facilities get a "workout" earlier in the morning and later in the evening than those communities with a higher percentage of truly "retired" residents. Bridgewater residents tend to use the facilities before and after work, with a general peak in late afternoon and early evening, compared to the traditional model of peak facility use during the 9 a.m. to 5 p.m. work day.

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Top health and fitness pursuits:

Activity	Percent ranked "extremely important"¹
Walking	82.0%
Cardiovascular equipment workouts	78.8%
Health and fitness immunizations	68.7%
Strength/weight training equipment workouts	67.4%
Water aerobics exercise classes/water-based fitness	63.0%
Swimming	62.5%

Increasing in popularity:

Biking	56.7%
Balance training programs (yoga, Tai Chi, Pilates)	51.3%
Personal training	41.8%
Spinning	18.1%

Total respondents = 3,941

Golf still integral to programming

Golf remains a popular pastime with Del Webb residents and prospective residents. Nearly 40% of respondents indicated they play seasonal golf at least one time per week and nearly 65% of respondents indicated they play seasonal golf at least occasionally. Only 36% of respondents indicated they never play golf. This compares to a 12.3% golfer participation rate for people the same ages from the general population of the United States, according to the National Golf Association.

Internal measurements also suggest that not only are there more golfers within Del Webb communities but that Del Webb golfers play more than twice as many rounds of golf as other age 50 and over persons. Golfers at Del Webb communities play an average of 103 rounds per year across the Sun Belt and 54 rounds per year in the four-season climates. This compares to 19 rounds per year for U.S. golfers who are 55 to 59 years old, 25 rounds per year for golfers age 60 to 64, and slightly more than 40 rounds per year for golfers who are age 65 or older according to the National Golf Foundation.

Of the nearly 80 Del Webb communities in existence today, 19 have at least one golf course located within the community and 27 offer a golf benefits program partnering with local courses for discounted rates and fees exclusively for Del Webb residents.

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Golf frequency of play:

Frequency of Play	Respondents
Never	35.5%
Less than one time per week	24.6%
1-2 times per week	21.1%
3-4 times per week	15.1%
5-6 times per week	3.3%
7 times per week	0.4%

Total respondents = 3,584

Passive recreation continues to be in demand

Although the trend is toward more active recreation opportunities, passive recreation options are still integral to Del Webb programming. Creative outlets are seeing an increase in demand as well as the increasing interest in technology among the demographic.

In media and technology, general computer technology ranked highest among interests with approximately 45% of respondents indicating it was extremely important¹.

Most popular creative outlets were ceramics/pottery/clay works, painting and drawing, and wood crafting. New fad scrap booking is on the rise within the group, with 16% of respondents indicating it was extremely important¹.

Top crafts and cultural art pursuits:

Activity	Percent ranked "extremely important" ¹
Ceramics/Pottery/Clayworks	28.4%
Painting and Drawing	27.2%
Wood Crafting	27.1%
Stained Glass Making	26.9%
Knitting	22.8%

Total respondents = 3,204

Top media and technology pursuits:

Activity	Percent ranked "extremely important" ¹
Computer technology - general	44.4%
Photography	33.5%
Computer Graphics	33.2%
Desktop publishing	27.6%
Television/Cable TV Programming	25.7%

Total respondents = 3,536

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¹ Using a 10-point scale, with 10 as most important, respondents ranked these items as an 8, 9, or 10.

Gender differences

Most questions were similarly answered by both genders, but some stood out as significant. Both males and females indicated a high percentage of fitness workouts, with 78% of males and 77% of females saying they workout at least three days per week.²

Men, however, were overwhelmingly more frequent golfers than women. More than 71% of men indicated they play seasonal golf at least occasionally, with nearly 46% indicating they play at least one to two times per week. More than 56% of women indicated they play at least occasionally, and only 33% indicated they play at least one to two times per week.³

Lifestyle survey confirms programming

Surveyed on a variety of topics, respondents to the lifestyle interest survey confirmed current programming in Del Webb communities and affirmed directions headed toward an even more active lifestyle.

Components of adventure programming have been implemented in several communities since late 2005 and the Company expects to expand the program as new communities open.

"Based on what we know about our residents today and what we have learned from over 45 years as a leader in the active adult homebuilding industry, connecting amenity and program offering with how the resident lifestyle is enriched will continue to remain a critical priority at Del Webb communities," said Julison.

"Programming that encompasses multiple dimensions of health and wellness and responds to new trends and interests that may emerge is a focus for today, especially as the Baby Boomer generation continues to move in to our communities and helps to mold the current and future programming options," concluded Julison.

About the survey

Conducted under guidance from the ProMatura Group, Pulte Homes, Inc. surveyed current and prospective residents of its Del Webb communities in November 2006 on lifestyle interests in an effort to validate current and emerging trends related to lifestyle amenities, programs and services to ensure alignment with the needs and interests of our residents and prospective homebuyers of Del Webb communities. A total of 5,138 people responded to the survey.

About Pulte Homes

Pulte Homes, Inc., (NYSE: PHM), based in Bloomfield Hills, Mich., is a FORTUNE 150 company with operations in 52 markets and 27 states. In 2006, it delivered 41,487 homes and generated consolidated revenues of \$14.3 billion. During its 57-year history, the company has constructed nearly 500,000 homes. In 2006, Pulte Homes received the most awards in the J.D. Power and Associates® New Home-Builder Customer Satisfaction Studysm, marking the seventh-straight year Pulte achieved this distinction. Under its Del Webb brand, Pulte is the nation's largest builder of active adult communities for people age 55 and better. Its DiVosta brand is renowned in Florida for its Built Solid™ building system and distinctive master-planned communities. Pulte Mortgage LLC is a nationwide lender offering Pulte customers a wide variety of loan products and superior service.

Websites: www.pulte.com; www.delwebb.com; www.divosta.com

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² Male respondents = 1,961; female respondents = 1,779

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