THE NEW AMERICAN HOME ® 2004 - FACT SHEET

LOCATION
The Show Home location is 3048 Island View Court in the subdivision at ‘The Lakes at West Sahara”, which is located 8.4 miles (approximately 15 minutes) from the Las Vegas Convention Center.

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CHAIRMAN EMERITUS
C.W. Edwards
Charles Home Inc.
Marietta, GA

PROJECT EXECUTOR
Tucker Bernard
NAHB - National Council of the Housing Industry
Washington, DC

SPONSORS
National Council of the Housing Industry (NCHI-THE SUPPLIER 100)
Washington, D.C., is a committee of the National Association of Home Builders, comprised of the nation's leading suppliers of building products and services. NCHI members have driven this popular program since 1984. Each year the product supplier and manufacturer NCHI members display the latest building technology and products in this showcase home.

Tucker Bernard, Senior Director, Tel: 202-266-8519

BUUILDER Magazine, Washington, D.C., the magazine of the National Association of Home Builders brings the latest design, marketing, management and construction trends to a national audience of 165,000 homebuilders, architects, and subcontractors.

Rich Binsacca, Contributing Editor, Tel: 208-389-7827

SHOW HOME SIZE: 5,180 Square Feet

TARGET MARKET: From first-time buyers and single-person households to the boomer generation with grown children, the versatile loft presents a trove of options for an increasingly demanding consumer, offering exciting new features that can help builders take advantage of these growing markets.

SELLING PRICE: Estimated at $1.8 M (TBD)

HIGHLIGHTS AND FEATURES:
For 2004 – “New” in the New American Home A unique design that we see as a growing trend in American building, the TNAH 2004 project will reveal a Smart House Loft for the 2004 National Association of Home Builders Convention. For the first time, The New American Home® will be present a new personality – the “Loft”
This trend services a buyer base that allows for higher densities, simple and quick construction techniques and interior design options catering to a vast range of buyers. The “Loft” is an increasingly important option in the new homes market.

A major goal of the annual New American Home (TNAH) program is to spotlight emerging trends in the many elements that affect the housing industry and housing products – architectural design, construction techniques, building materials, furnishings and merchandising, to name a few. And, while the cosmetic aspect of TNAH ’04— to be unveiled in Las Vegas in January -- will no doubt generate the excitement as the houses of previous years, this one will also highlight a fascinating societal phenomenon our industry has been witnessing over the last few years - the “Loft Home”, which is an increasingly important option in the new homes market. During the two decades of the program, TNAH has been on the cutting edge of identifying and introducing factors that eventually become standard throughout the national marketplace.

The New American Home has consistently attracted huge NAHB convention crowds anxious to pick up ideas they can replicate in their own markets. In addition, the national, regional and local media carry reports of the house for months following its launching at the International Building Show. TNAH is more than an exhibition of ideas; it is an illustration of what’s ahead in our industry.

Theme:

Builders Stephen and Bart Jones of Merlin Contracting and Developing LLC collaborated with architect Lex van Straten of Food for Buildings to create a unique loft design that is seen as a growing trend in American building. This trend services a buyer base that allows for higher densities, simple and quick construction techniques and interior design options catering to a vast range of buyers. This loft home brings the outside in and the inside out, with excellent use of natural light and dramatic landscaping. “TNAH will feature an atypical layout for American homes that will appeal to many in different phases of life,” according to van Straten. “We think a well designed house reflects European roots, but should never be an imitation of something else.”

Design Features:

The New American Home® 2004 will showcase a distinctive loft design at the International Builders’ Show (IBS). The Show Home has been a grand display of new building techniques and innovative interior design since its launch in 1984, integrating home automation, technology, energy efficient, healthy home construction techniques, as well as an Easy-Living home design, which will accommodate persons with disabilities. The Show Home features ideas that builders can take away and incorporate into the homes they build daily.

TNAH characteristics are one-of-a-kind, including a ‘floating roof’ in the master bedroom with 16-foot ceilings, a home cinema with direct light access, mosaic floor in the living room & master suite, and a 400 square foot terrace with spa.

Tour Hours & Bus Schedule:

The house will be open to the International Builders’ Show attendees during exhibit hours. Free shuttle buses are available to the home for tours from the Las Vegas Convention Center. These tours will begin Monday, January 19 and will run during the show hours through Thursday, January 22, 2004. Tickets required to board shuttle bus, which are free and can be picked up at the TNAH kiosk located in the Main Registration Hall C2.

Shuttle Departs from in Front of Main Registration Hall C2 (Every 30 Minutes on the Hour and Half Hour)

<table>
<thead>
<tr>
<th>Date</th>
<th>Departs From Convention Center</th>
<th>Departs From Show Home</th>
<th>IBS Exhibit &amp; Show Home Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, January 19</td>
<td>11:30 am – 4:30 pm</td>
<td>1:00 pm - 5:30 pm</td>
<td>12:00 noon – 6:00 pm</td>
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<tr>
<td>Tuesday, January 20</td>
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<td>10:00 am – 5:00 pm</td>
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<td>Thursday, January 22</td>
<td>9:30 am – 1:30 pm</td>
<td>11:00 am – 2:30 pm</td>
<td>9:00 am – 1:00 pm</td>
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Photographer: James F. Wilson, P.O. Box 50142, Dallas TX, Tel: 214.823.6542
Architectural Virtual Reality: Alpha Vision USA (www.alpha-vision.com)