

GREENPOINTE HOMES PRESS RELEASE

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FOR IMMEDIATE RELEASE

GREENPOINTE HOMES OPENS FIRST MODEL HOME, FOUR HOMES READY FOR MOVE-IN AT NEW CEDAR BAY COMMUNITY

Cedar Bay is the First Community GreenPointe Homes is Offering Homes for Sale to the Public

JACKSONVILLE, Fla. (Jan. 5, 2011) – [GreenPointe Homes](#) announces the opening of its first fully furnished model home – The Clover – and four homes ready for immediate move-in at the new community of [Cedar Bay](#), a single-family neighborhood located on Jacksonville’s growing Northside that will feature builders GreenPointe Homes and Mattamy Homes. GreenPointe Homes is offering four floorplans at Cedar Bay, each of which features three unique architectural elevations, with prices from the \$160,000s to the low-\$200,000s.

Cedar Bay is a newly opened single-family community conveniently located in the growing area of North Jacksonville offering river marsh views, wooded preserve areas and an ideal setting along the Broward River. The community is planned to include 153 single-family homes, 17 of which will be riverfront. Residents at Cedar Bay will enjoy numerous natural amenities, including a riverfront park, as well as a convenient location to the city’s major employers, top-rated schools and nearby shopping and dining opportunities.

“Opening our first model home is a major milestone for GreenPointe Homes and we are excited to educate new homebuyers about our building philosophy, our new designs and our Intelligent Green program,” said David Smith, president of Jacksonville-based GreenPointe Homes. “Every new home by GreenPointe has been designed to be energy efficient, price conscious and environmentally sensible. We invite everyone to Cedar Bay to see first-hand how we are putting that philosophy to work.”

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Featuring 2,362 square feet of open living space and priced at \$194,990, The Clover showcases four bedrooms, two-and-a-half bathrooms, a study, a two-car garage and a flexible loft space that can be used as a fifth bedroom, children's playroom, study center or entertainment room. Available in three unique elevations, The Clover's open design allows for abundant family interaction and great entertaining with its free-flowing living area, dining room and kitchen spaces. Residents and guests alike will enjoy the gourmet kitchen that features a large center island, designer cabinetry and energy efficient appliances.

"We have designed our new homes so families can utilize the space to fit their unique lifestyle – whether that means creating an office where they can work from home or turning a loft into a guest room for out-of-town visitors or family members," said Vicki Bratvold, president of GreenPointe Realty, the company responsible for new home sales in each of GreenPointe Homes' master-planned communities.

Every GreenPointe Home at Cedar Bay will feature the builder's Intelligent Green program, which ensures that each home is built to exceed the Florida Model Energy Code. Beyond that, buyers can "green up" their home by selecting from a number of energy efficient features. The builder's team is also on site to help buyers select options that decrease energy use and costs, improve indoor air quality and reduce the impact on the environment. Additional Intelligent Green Features and Distinctive Home Features by GreenPointe Homes are available on its website at www.greenpointehomes.com.

Cedar Bay is located along Cedar Bay Road, just east of Main Street. This location provides easy access to downtown, the Southside, Mayport and the beaches. The new River City Marketplace is less than five minutes away and features national retail stores, popular dining establishments and numerous hotels and residential living opportunities. Also located near Cedar

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Bay is a Publix supermarket, Sam's Club, Walgreens pharmacy and Winn Dixie shopping center. Cedar Bay is minutes from the Jacksonville International Airport, the Jacksonville Zoo and the St. Johns River.

GreenPointe Homes' new model home is located at 257 Auburn Oaks Road East in Jacksonville, Fla., 32218. The model home, four homes ready for immediate move-in and community sales center is open from 10 a.m. to 6 p.m. Monday through Saturday and from noon to 6 p.m. Sunday. To reach Cedar Bay from Interstate 95, exit #360 FL 104/Dunn Avenue/Busch Drive and turn right on Busch Drive. Turn left on Main Street and take the first right onto Cedar Bay Road. From Florida 9A, exit U.S. Highway 17/Main Street and turn left on Main Street. Travel two miles and turn left on Cedar Bay Road. From Interstate 295, take Florida 9A South and exit at US. Highway 17/Main Street. Turn left on Main Street, travel two miles and turn left on Cedar Bay Road.

More information about GreenPointe Homes and Cedar Bay is available online at www.GreenPointeHomes.com or by calling (904) 591-5505.

About GreenPointe Homes

[GreenPointe Homes](http://www.GreenPointeHomes.com) is the homebuilding division of GreenPointe Holdings creating homes of lasting value by utilizing intelligent green building practices, technologies and products.

GreenPointe Homes has developed its "Intelligent Green" building program to benefit both today's homebuyers and the environment. The program demonstrates GreenPointe Homes' commitment to sustainability and helps homebuyers identify and incorporate products that are ultimately better for their home, their family, their budget and the environment.

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GreenPointe Homes is currently building homes in communities in Jacksonville, Fla., and preparing to expand into other major markets throughout Florida and the Southeastern United States. GreenPointe Homes also includes a real estate division – GreenPointe Realty – that is responsible for new home sales in each of the company’s master-planned communities.

More information about GreenPointe Homes is available online at www.GreenPointeHomes.com or by calling (904) 591-5505.

Photography:

- 1.) GreenPointe Homes announces the opening of its first fully furnished model home and four all-new completed homes ready for immediate move-in at the new community of Cedar Bay, a single-family neighborhood located on Jacksonville’s growing Northside.
- 2.) Available in three unique elevations, The Clover’s open design allows for abundant family interaction and great entertaining with its free-flowing living area, dining room and kitchen spaces.
- 3.) President of GreenPointe Realty Vicki Bratvold, Vice President of Construction at GreenPointe Homes Paul Wyatt and President of GreenPointe Homes David Smith

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