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**For Immediate Release**

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### **Richard J. Dugas Named the 2009 Builder 100 Executive of the Year**

**WASHINGTON, DC**, April 15, 2009 — Richard J. Dugas, President and CEO of Pulte Homes, has been named the Builder 100 Executive of the Year by BUILDER magazine. The award, which will be given to Dugas at this year's Builder 100 Conference in Chicago, May 11-13, is based on the individual's leadership style and creative approach to management and operations, with special attention on the development and implementation of new strategies.

"In the last year, under Dugas' leadership, Pulte Homes outperformed most Builder 100 companies, rising to No. 2 on the list," said Boyce Thompson, editorial director of BUILDER magazine, in announcing the award. "The company's track record on customer service is the envy of the industry. And Pulte just orchestrated the biggest merger in the history of the housing industry."



Pulte Homes recently announced it would acquire fellow public builder Centex in a \$3.1 billion, stock for stock agreement with \$1.8 million in net debt. If approved by shareholders, the blockbuster deal would create the country's largest home builder, with 39,000 combined closings in 2008 and pro forma revenue of more than \$11 billion.

Dugas, who will serve as the chairman, president, and CEO of the merged company, explained that the merger "isn't about bigness, it's about profitability and shareholder value."

In an exclusive interview with BUILDER and BIG BUILDER, Dugas said that Pulte intends to "segment" its brands—Pulte, Del Webb, Divosta Homes, Centex and Fox & Jacobs Homes—to target different customer groups. "The view here now is that we can build brand awareness by leveraging each of them differently," Dugas explains.

The combined entity will have a top 3 position in 25 of the 50 largest housing markets in the country, including the top spot in Atlanta, Phoenix, Dallas-Fort Worth and Las Vegas. For more information on the proposed merger of Pulte and Centex, visit [builderonline.com](http://builderonline.com).

Dugas will receive the Builder 100 Executive of the Year award honoring his achievements at a luncheon at the Builder 100 Conference on May 12, 2009. The conference will be held at the Peninsula Hotel in Chicago. Past winners have included Stuart Miller for his integration of U.S. Home within Lennar; David Weekley for his record of philanthropy; and Tim Eller for his industry leadership. Last year, the award was given to Bob Schottenstein, CEO of M/I Homes. For more information on the Builder 100 Conference, visit [Builder100.com](http://Builder100.com).

### **About Hanley Wood**

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