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**K. HOVNANIAN® HOMES® BUILDS VIDEO GAME HOUSE FOR HOMEAID'S PROJECT
PLAYHOUSE FUNDRAISER**

K. Hovnanian® Homes® continues to make a difference by providing support to local charities who help improve the lives of those in need. Now celebrating its 50 year anniversary, K. Hovnanian® Homes® Southern California Division along with their trade partners is building and donating a contemporary, yet very fun video game house for HomeAid Orange County's 18th Annual Project Playhouse® fundraiser. For the first time Project Playhouse will be held at the Irvine Spectrum Center® beginning on August 1 and ending on September 12. Throughout the six-week playhouse display, thousands of people are expected to view the yearly one-of-a-kind playhouses up for award competition and live auction.

K. Hovnanian® Homes® supports the vital work of HomeAid, which builds housing where homeless men, women and children can rebuild their lives. With the help and talented skills of K. Hovnanian's® contractors and trade partners, the uniquely designed playhouse that is named '**Rock the House**' cleverly captures the hip imagination of childhood.

Designed as a child-size game house, '**Rock the House**' is one of 9 intricate playhouses included in this year's Project Playhouse event. Dedicated to video games, this high tech playhouse that is enhanced by Plexiglas lit panels on the exterior is the ultimate in fun entertainment for the most experienced players. The interior features include comfortable game chairs and carpeting for children and adults alike to enjoy using the Wii gaming console. All of the latest games, accessories

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and extra components for competitive play are available including the exercise and sports games. Additional highlights include a 42" flat screen wall mounted television, surround sound, recessed can lighting, built-in cabinets to store game components and an under counter refrigerator for time out refreshments.

The Open House event scheduled for August 1 is an excellent opportunity to come celebrate the unveiling of K. Hovnanian's® '**Rock the House**' and practice your Guitar Hero skills, as well as enjoy other fun festivities throughout the day. This is also the only time the public can go inside each playhouse on display for a \$10 donation.

Village Tours of the playhouses will be held Saturdays and Sundays starting August 2 through September 12, from 12 p.m. to 6 p.m. for a \$5 donation, per person. Opportunity drawing tickets are only \$1 for a chance to win one of the pre-selected playhouses. 8 of the playhouses will be awarded to the highest bidder at the live public auction on September 12, which will also be the celebration of HomeAid Orange County's 20 year anniversary. For tickets and auction bidder information, please visit www.ProjectPlayhouse.org.

Project Playhouse debuted in 1992 and has become HomeAid Orange County's signature fundraiser. For 17 years, dedicated homebuilders, trades, architects and designers have donated their talents and resources to create these whimsical playhouses. The unique event has raised more than \$5 million to help the 20 year old non-profit organization build or renovate 44 housing developments for homeless men, women and children.

HomeAid Orange County is the founding chapter of a national non-profit organization with the mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives. Founded in 1989 by the Orange County Chapter of the Building Industry Association of Southern California, HomeAid acts as the housing developer and liaison between service providers, community volunteers, builders and specialty contractors. With four projects

currently in development, to date the organization has completed 44 housing developments that serve victims of domestic violence, pregnant homeless women, abused and abandoned children, homeless adults living with HIV/AIDS and homeless families. www.homeaidoc.org

K. Hovnanian® Homes®, the sixth largest homebuilder in the country, is known for its commitment to superior quality, immeasurable value, design excellence and attentive customer service. Hovnanian Enterprises, Inc., the corporate parent of K. Hovnanian® Homes®, is listed on the New York Stock Exchange. The company is headquartered in Red Bank, New Jersey.

Looking toward the future, K. Hovnanian® Homes®, has a diversity of new Southern California communities under development and in the planning stages. Hovnanian Enterprises is also one of the nation's largest sellers of active adult communities, developed under the Company's K. Hovnanian's® Four Seasons brand.

For additional information on K. Hovnanian® Homes®, please visit khov.com/sca50.