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PULTEGROUP ACQUIRES LOTS FOR NEWEST DEL WEBB COMMUNITY

Prime Infill Location Will Bring Del Webb Lifestyle to Baby Boomers in Orange County

BREA, Calif. – Oct. 1, 2015 - PulteGroup announced today that it has acquired lots for a new Del Webb community offering people age 55+ the ideal combination of lifestyle and location in North Orange County. The new Del Webb community, which will be called “Buena Vida,” will open for sales in mid to late 2016. The 41-acre parcel, representing 267 lots, was acquired from La Floresta, LLC.

“We are excited to bring Buena Vida and the great Del Webb name to the more than 3 million boomers currently living in Los Angeles County and Orange County,” said Chris Edgar, president of parent company PulteGroup’s Southern California Division. “We know Buena Vida will appeal to the many boomers in California who want to continue living near their existing social network of family, friends, places of worship and healthcare, while enjoying the great retail and entertainment options that exist in the area.”

Buena Vida will offer three distinct neighborhoods of single family and attached homes with access to an exclusive amenity center and clubhouse. The community will bring innovative new floor plans into the highly regarded Orange County, where there are few active adult communities. “Given the site’s proximity to Los Angeles County, our newest Del Webb community has the potential to tap into a huge under-served buyer group,” said Edgar. “This is truly a unique active adult community with its intimate size and sought-after location.”

The gated enclave represents the final phase within La Floresta, a mixed-use, multigenerational master planned community located off of Imperial Highway in Brea. At build out, La Floresta will offer more than 1,100 residential units with parks, trails, clubhouse and pedestrian access to The Village at La Floresta, which will boast 87,000 square feet of retail and restaurants anchored by the first Whole Foods Market in North Orange County.

“Buena Vida, a highly anticipated new home active adult community in North Orange County, has generated a lot of interest from local and out-of-state residents,” says La Floresta Project Manager Ivan Jimenez. “The addition of Del Webb completes the final phases of a very successful and creative multi-generational, mixed-use community in the region.”

About Del Webb

Del Webb is a national brand of PulteGroup, Inc. (NYSE: PHM). Del Webb is the pioneer in active adult communities and America’s leading builder of new homes targeted to pre-retirement and retiring boomers. Del Webb builds consumer inspired homes and communities for active adults ages 55+ who want to continue to explore, grow and learn, socially, physically and intellectually as they look forward to retirement. For more information on Del Webb, visit www.delwebb.com.

About La Floresta

La Floresta Brea, a mixed use master planned community being developed by La Floresta LLC, features a resort style swim club, walking, biking and meandering trails within La Floresta and connecting to city and county trail systems. The community will ultimately include nine thoughtfully planned neighborhoods built by top homebuilders and a retail center. For more information on La Floresta, visit www.LaFlorestaBrea.com.