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DEL WEBB ENTERS NEW MARKET WITH COMMUNITY IN WILMINGTON, N.C.

Active adult community in master planned RiverLights to open in October 2016

WILMINGTON, N.C., June 9, 2016 — Del Webb is planning its first community in Wilmington targeting pre-retirement and retiring boomers. The active adult community will feature approximately 500 homes in the master planned development RiverLights. Del Webb Wilmington is expected to grand open in October of this year.

"We know that 55+ households represent the largest consumer segment in Wilmington and the city is growing as a retirement destination," said Charlie Tipton, division president for the Coastal Carolinas Division of PulteGroup, the parent company of Del Webb. "There is strong demand among boomers for an exciting community lifestyle and this is an excellent opportunity to introduce the Del Webb brand to the area."

Del Webb Wilmington is located 10 minutes south of downtown Wilmington with easy connectivity to beaches, major shopping, entertainment, dining and healthcare in the area. Residents will live within walking distance to riverfront shops and numerous outdoor communal spaces offered in RiverLights.

The community will feature a 15,000-square-foot amenity center with indoor and outdoor pools, fitness rooms and tennis, bocce and pickleball courts. Focused on an engaging lifestyle for the mind and body, programs will be tailored to the specific needs, interests and desires of the residents, and facilitated by a full time lifestyle director to help plan activities, outings, new clubs and more.

Del Webb currently has five communities open for selling in the Carolinas, and Riverlights is the first time the company will be building in Wilmington. “Location is key for baby boomers looking for their next home in retirement. We see great opportunity in the Wilmington market and this new location is the perfect complement to our current Del Webb communities in the Carolinas,” says Tipton.

According to Ryan Marshall, President of PulteGroup, “Del Webb Wilmington represents our new, more intimate community design that provides the great active adult lifestyle Del Webb communities are known for and with convenient access to the entertainment, shopping, dining and other amenities of the nearby city. By managing the acquisition of lots over time, we can more efficiently match development of the community with the pace of sales.”

For more information, please call 866-216-3695 or visit www.delwebb.com/wilmington.

About Del Webb

Del Webb is a national brand of Pulte Group, 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 http://www.delwebb.com.