

Press Release

Arizona Senior Olympics

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Sun City Festival Nets Pickleball for 2009 Arizona Senior Olympics

With less than three months until the annual games in February, Pickleball has finally found a venue at Del Webb's Sun City Festival moving the games from pickleball's west valley home of Surprise to Buckeye. The five day event will start on Tuesday February 24, 2009 and be played on the Festival's eight permanent pickleball courts plus additional courts setup on adjacent tennis courts. This will be the first time in 4 years that pickleball will be played at a single venue. Pickleball will also join the medal round competition of golf also being played at Sun City Festival during the games.

Sun City Festival, a 3,300-acre master-planned community in Buckeye, is planned to include 7,200 homes and offers the resort-style living and amenities that today's active adults value and expect from Sun City. The incredible range of amenities includes state-of-the-art recreation center and two 18-hole championship golf courses (one already complete), resort-style pool, fitness center, outdoor trails, pickle ball and bocce ball courts, multi-purpose rooms and courts, clubs and classes for various interests and the ASU Lifelong Learning Academy.

Since entering the Arizona Senior Olympics in 2001, Pickleball has grown to be the largest single sport in the Arizona games and the largest pickleball tournament in the U.S. Only the combined sports of Track and Field equal it in the Arizona games. The west valley area of Sun City, Sun City West, Surprise, Goodyear, and now Buckeye, is the home for over 2,000 senior players that enjoy the sport on a daily basis. Communities, like Del Webb's Sun City Grand, have grown from nothing to over 800 members in a very short time.

With this explosive growth, the games in recent years have been played at multiple venues. It was hoped that the promises of Surprise to build public courts would eventually solve this problem, but the original request of 18 courts shrunk to 12 and then in June vanished when the city council voted to postpone construction indefinitely. This left both the Arizona Senior Olympics and the national organization, USA Pickleball Association, searching for tournament venues. Over the recent years, both had been hoping for the new courts being completed this year after being bounced back to the Surprise Tennis and Racquet Complex.

The mini-tennis game called Pickleball was created during the summer of 1965 on Bainbridge Island - a short ferry ride from Seattle, WA. The original purpose of the game was to provide a sport for the entire

family, according to co-inventors U.S. Congressman Joel Pritchard, William Bell, and Barney McCallum. Since it's creation, it has evolved from a family activity into a paddle court sport with formalized rules. Now, pickleball is played in school physical education programs and at parks and recreation centers, schools, colleges, and retirement communities. The sport is popular among active senior adults and at community centers.

About Arizona Senior Olympics

Arizona Senior Olympics is a health promotion program for people who are 50 and better. The program consists of workshops, clinics and competitions in 32 different sports. The program culminates each year with the Arizona Senior Olympic Games held beginning the 3rd week in February. In addition to planning and implementing fitness and sports events, ASO serves as a resource to the community and individuals regarding health and fitness. ASO is the State Organization recognized by the National Senior Games Association as the qualifier for the National Senior Games held every other year. ASO also is the leader of the Arizona Statewide Senior Games Coordinators Council, holding meetings throughout the year and an Annual Training Conference. Arizona Senior Olympics is governed by a 20 member Board of Directors and a Games Management Team comprised of recreation and health professionals from Partner Cities and Agencies from around the state.

Websites: www.azseniorolympics.org, www.asopickleball.org

About Pulte Homes & the Communities of Del Webb

Pulte Homes, Inc., (NYSE: PHM), based in Bloomfield Hills, Mich., is one of America's largest home building companies with operations in 50 markets and 27 states. During its 58-year history, the company has delivered more than 500,000 new homes. In 2008, Pulte Homes operations ranked highest in customer satisfaction in 11 U.S. markets, the most of any homebuilder, in the annual J.D. Power and Associates® New Home-BUILDER Customer Satisfaction Studysm. Award-winning Del Webb active adult communities provide a vibrant, facilitated lifestyle for individuals age 55 and better throughout America. The Del Webb concept began in 1960 in Phoenix and has grown to include 60 communities currently open for new home sales in 20 states. Pulte Homes, Inc., which acquired Del Webb in 2001, has been building homes since 1950 and currently operates in 50 markets and 27 states.

Websites: www.pulte.com ; www.delwebb.com