

March 29, 2010

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HOUSING NEWS

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CiTIRAMA® Designated as HBA's 2010 Signature Event

CINCINNATI – Given the recent struggles with lender financing, a continued softening at the luxury home price point and now a possible scheduling conflict that a Fall Show would pose, the Home Builders Association of Greater Cincinnati (HBA) has decided not to pursue this year's HOMEARAMA® and focus all its efforts towards ensuring a successful CiTiRAMA® 2010.

"Members of the HBA, civic and government leaders and the public, have responded with incredible enthusiasm and excitement for CiTiRAMA®. The show's themes of *Urban Living*, *Affordable Price Point* and *Green Building* seem to really resonate. The HBA feels that having a high-end traditional HOMEARAMA® show this year would draw attention away from the important themes of CiTiRAMA® 2010, so we decided to make it our signature show for 2010. Northside has diversity, cultural and eclectic appeal and a real neighborly feel," said Josh Blatt, President.

HBA Executive Director Dan Dressman added that "the goal of HOMEARAMA® has always been to showcase our membership and the latest innovations in our industry. CiTiRAMA® 2010 achieves those objectives and is in touch with the demands of today's consumer."

CiTIRAMA 2010, produced by the HBA and the City of Cincinnati, will be held at Rockford Woods, June 3-13, in the historic Northside community of Cincinnati. Seven builders will be participating, with prices of up to \$282,500, including Perry Bush Building Group, Greystone Homes, John Hueber Homes, Maple Street Homes, Maronda Homes, M/I Homes of Cincinnati and Potterhill Homes. Three of the show homes have already sold. All are either Energy Star or LEED certified green homes.

A ribbon-cutting ceremony for CiTiRAMA® will be held on June 1, 10:30 am at the site (just off Hamilton Ave.). There are a total of 35 lots in Rockford Woods (phase 2), which was conceived by In-Line Development. The presenting show sponsor is North Side Bank.

The decision not to pursue a high-end luxury show this year will also allow the HBA to move HOMEARAMA® back to its traditional June timeframe for 2011. HOMEARAMA® serves annually as the HBA's showcase for builders to demonstrate new home products, technology and designs.

The HBA of Greater Cincinnati is the largest local chapter of the National Association of Home Builders (NAHB) in Ohio and one of the top 20 largest HBAs in the country with nearly 1,000 member companies. Visit www.cincybuilders.com for more details. ###