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NEWS RELEASE

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(Mobile Area Release)

MOBILE, ALABAMA OFFERS SMALL CITY CHARM WITH EXCEPTIONAL OPPORTUNITIES AND QUALITY OF LIFE

Offering the best of the Gulf Coast, Mobile, AL, serves as a cornerstone to a unique brand of southern charm and hospitality. This historic southern port city, located on Mobile Bay in coastal Alabama, has grown from a French settlement founded in 1702 to a thriving southern city with promise of job opportunity, a great investment in quality of life, and a relaxed coastal lifestyle. Its culture, cuisine and architecture are influenced by its French, Spanish, English, African-American, Portuguese and Native American heritage.

Mobile celebrated America's first known Mardi Gras and has since become known as home to America's Family Mardi Gras. This annual two week celebration delights the young and the old and brings together families from across town as well as across the nation. Other festivals and area attractions such as the USS Alabama and Bellingrath Gardens attract visitors and keep spirits lively in Mobile.

From Old South charm to sleek modern, the housing styles available in Mobile are endless. A home in Mobile is not only affordable; it's a great investment. The average cost of a home purchased during 2005 was \$151,096, well below the national average. During the past several years, the average home appreciated between five and eight percent annually. A low cost of living and a high quality of life are reasons why Mobile is continuously ranked in Money Magazine's "Best Places to Live" annual survey.

Public education in Mobile received a major financial boost in 2001 when voters passed a tax referendum to increase funding to its schools. Mobile County Public School system is the largest in Alabama and since 2001 several new schools have been built. Besides its public schools, there are a number of private school systems operated by churches and private boards. Mobile is home to the Alabama School of Math and Science, a unique, residential public high school that attracts some of the brightest high school sophomores, juniors, and seniors from all parts of the state. The University of South Alabama is now the area's largest four-year college institution, and Springhill College is prestigiously ranked as one of "America's Best Colleges."

Mobile is the medical center for the central Gulf Coast, providing the southern portions of Alabama and Mississippi as well as parts of Florida with the latest advances in obstetrics, oncology, cardiology and other medical specialties. Mobile has a teaching hospital and advanced research facilities at the University of South Alabama's College of Medicine and the USA Medical Facilities.

This progressive Gulf Coast city has a growing reputation as good for business. In 2007, Mobile was named one of the Top 10 North American Small Cities of the Future by fDi (foreign direct investment) magazine, a London-based subsidiary of the Financial Times. Mobile's location as a seaport with major interstates and an extensive railway system is playing a key role in attracting industries to the area. Available land and reasonable building costs with lower taxes, food and clothing costs continue to attract someone relocating because of work or a desire for a better climate.

Work opportunities in the Mobile area are expanding. Recent industrial announcements include the Thyssen-Krupp Steel Plant and recent revitalization of the historic Battlehouse Hotel and its accompanying office tower.

*****About ABC-TV's Extreme Home Makeover Edition*****

"Extreme Makeover: Home Edition," which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is in its 5th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA.

*****Media Note*****

Media are welcome near the site for the duration of the build and must check in at the media tent. A Location Press ID is required. News releases and other media materials about the build will be available via www.heritagehomesfamily.com, onsite, and through the listed media contacts. For more information about the show/designers, contact Molly Harper, ABC publicist, at 323-707-2381.