

Rosecrest Village Garners Multiple 2007 Salt Lake Parade of Homes Judges Choice Awards

Rosecrest Sweeps Awards in All Three Categories for Homes in the \$245,000 to \$311,000 Range: "Architecture/Home Design;" "Interior Design;" and Overall "Best of Category/Show"

SALT LAKE CITY (August 1, 2007)—The Sorenson Group today announced that its Rosecrest Village development has been honored with three 2007 Parade of Homes Judges Choice Awards.

The Salt Lake Parade of Homes™ 2007 judging committee, which consisted of four real estate industry professionals – an architect, a builder, an interior designer and a realtor – bestowed awards upon homes in various price ranges, in three categories:

- "Best Architecture/Home Design"
- "Best Interior Design"
- (Overall) "Best of Show/Category"

Winners in each price category were recognized at a Salt Lake Home Builders Association (SLHBA) VIP Night event, held July 26, 2007.

Rosecrest Village, a master-planned community of 390 affordable but luxurious townhomes and clustered single-family dwellings in the midst of the prestigious Rosecrest development on Salt Lake Valley's southwest bench, swept all awards in the \$245,000 to \$311,000 range.

"We are delighted that Rosecrest Village has received these Judges Choice awards from the Salt Lake Parade of Homes, an organization noted for its high standards of excellence," said Donald E. Wallace, president of The Sorenson Group. "The fact that a home in this development won every category in the most affordable price range evaluated is a testament both to the exceptional quality and the extraordinary value of the homes in Rosecrest Village."

Wallace also acknowledged the efforts of the contractors and professionals who participated in the award-winning Rosecrest Village Home: JWright Development (General Contractor/Best of Category); JSA Architects (Architecture/Home Design); and Dawnita Atkinson and Hamilton Park Construction Design Group (Interior Design).

"Rosecrest and its residents are extremely fortunate to have homebuilders and contractors of this caliber involved in building our homes," he said. "This type of quality and commitment to excellence is evident in all Rosecrest Village homes."

Rosecrest Village offers a variety of innovative residence designs and layouts, including eight live/work units with ground-level storefront/office space and two floors of living space above. All units offer maintenance-free living in a master-planned community. Its location in the center of the Rosecrest neighborhood, surrounded by high-end custom homes, enhances the community's ambience and living experience. The Rosecrest Village clubhouse, scheduled to open in 2008, includes an outdoor pool and hot tub, an exercise room and a social room with fireplace and deck. In addition, Rosecrest Village residents enjoy close proximity to community parks and to an extensive network of trails, which link to the Bonneville Shoreline Trail, a 90-mile-long pedestrian, equestrian and bicycle path that circles Salt Lake County.

About Rosecrest Village

Rosecrest Village is an innovative blend of homes and townhomes affordably priced and located in the heart of the premium Rosecrest development in Herriman. Please see www.rosecrestvillage.com. E-mail: info@rosecrestvillage.com. Phone 801-244-1805.

About Rosecrest

One of the fastest growing and most successful new residential communities in Salt Lake County, Rosecrest (www.rosecrestutah.com) is a 2,400-acre master-planned community located on the Salt Lake Valley's increasingly desirable southwest bench. With nine of the area's top master homebuilders and a large portfolio of home designs, Rosecrest brings together all the elements required to meet the needs of today's demanding homeowners.

About The Sorenson Group

The Sorenson Group's real estate projects create new commercial, industrial, retail and residential opportunities for communities and families. Developments include Rosecrest, Rosecrest Village and Jordanelle Ridge, which embrace the increasingly popular master-planned community approach, and The Pointe, a 600,000-sq. ft. Class A office center in Draper, Utah. Call 801-461-9744 or visit www.thesorensongroup.com.

About the Salt Lake Home Builders Association (SLHBA)

The Salt Lake Home Builders Association (SLHBA) is a trade association representing more than 600 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing, and other aspects of construction. The SLHBA was chartered in 1942 by the National Association of Home Builders.

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