



For Immediate Release

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Serenbe Community Wins Three Gold Awards from Atlanta Home Builders Association

(ATLANTA, GA – November 10, 2004) A few months before the first resident moves to Serenbe, the trend-setting community in the Chattahoochee Hill Country is already earning awards. On Saturday, November 6, the Greater Atlanta Home Builders Association honored Serenbe with Gold Professionalism Awards for its Web site, information center and marketing campaign.

Serenbe's Web site (www.serenbecommunity.com) was designed by Brian Young of Push Things Forward. Moving graphics are incorporated throughout the site, giving it a sense of liveliness without detracting from the content. Visitors are also introduced to the founders and many experts who are shaping the formation of Serenbe, adding a personal dimension to the community.

The Serenbe information center is a renovated 1920's barn, with an interior transformed by local Atlanta designer Smith Hanes. The exterior reflects the rural nature of the property, while the interior embodies the character of the Serenbe community through the use of natural materials and subtle accents.

Serenbe's direct marketing campaign has relied heavily on the design work of Robert Rausch. Rausch is the founder of Stellar Advertising, and has played an integral role in the formation of Serenbe's identity. In addition to his designs for printed sales materials and invitations, Robert has also developed concepts for hardscape elements of Serenbe, such as the street light posts and community signs.

"Outstanding contributions from Brian, Smith, Robert and many others are shaping Serenbe into a community of excellence," said Steve Nygren, one of Serenbe's founders. "I'm very pleased to see them recognized for their outstanding work, and feel very fortunate to have such talented people working to make Serenbe an exceptional community in every way possible."

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The Professionalism Awards are presented annually by the Greater Atlanta Home Builders Association. The awards honor design, remodeling, marketing and other elements of metro Atlanta's best residential builders and developers.

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About Serenbe

Serenbe is a community being built 32 miles south of Atlanta. Combining select principles of new urbanism and conservation communities, Serenbe will set the standard for the next generation of responsible development. The 224-acre community, which is the first hamlet planned within the 40,000-acre Chattahoochee Hill Country, includes home sites, retail shops, office space and restaurants. More than 70 percent of Serenbe will be preserved as green space, and will provide residents with access to a network of parks and trails for hiking, horseback riding and other outdoor recreation.