



For immediate release:

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SERENBE LOTS AVAILABLE TO THE PUBLIC
Community Sets New Standard for Responsible Development

ATLANTA (October 25, 2003) – Homebuyers looking to change both their location and their lifestyle can now choose one of the country's most innovative new developments for their next home. This week the first lots within Serenbe, a unique community being developed just south of Atlanta, became available for purchase by the public. Serenbe is the first development planned within Chattahoochee Hill Country, 40,000 acres of protected land in southwest Fulton County.

Combining the principles of new urbanism and conservation communities, Serenbe will set the standard for the next generation of responsible development. More than 70 percent of the 900-acre site will be preserved as green space, giving Serenbe a distinct character that is based on its connection to nature. In addition to the traditional elements of a residential development, Serenbe will include retail shops, office space, restaurants, horse stables, community gardens, artists' studios and more.

“Serenbe has been shaped by a set of defining principles that I believe will make this a community unlike any other,” said Steve Nygren, one of the founders of Serenbe. “We are committed to creating a place where neighbors will be drawn together by their common interests in nature, art and a way of life removed from the pace of the city.”

Located 32 miles south of Atlanta, Serenbe is within easy driving distance of the airport, downtown and many of the city's amenities, yet retains its rural character and natural beauty. The master plan for the Chattahoochee Hill Country ensures that the area will remain unspoiled by the sprawling development that has plagued Atlanta, through the creation of concentrated villages and hamlets accompanied by green space preservation in the surrounding acreage.

Serenbe will be comprised of two communities: Selborne, an arts-oriented community; and a farm community with five-acre lots for organic farming. Lots for Phases I and II, which are located in Selborne, are currently available on a first-come, first-serve basis. These homes will begin construction in May 2004, with a targeted completion date of October 2004. Phases I and II include approximately 20 units each, with a variety of townhomes, live/work spaces, estate homes and cottages. These homes will be situated closely together, creating a town center that is within easy walking or biking distance for residents. All homes at Serenbe will be EarthCraft homes, in alignment with the community's emphasis on environmental responsibility.

Serenbe Lots Available for Sale/ Add One

For more information on purchasing a home site at Serenbe, contact the sales office at (770) 463-9997.

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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.