

FOR IMMEDIATE RELEASE

LIVINGHOMES LAUNCHES FIRST STANDARD PREFABRICATED, LEED® CERTIFIED HOMES
Introducing the Ray Kappe 1, Ray Kappe 2, and David Hertz 1



Ray Kappe 1



Ray Kappe 2



David Hertz 1

LOS ANGELES, CA, January 23, 2007 – LivingHomes® (www.LivingHomes.net), a premier developer of modern, prefab homes, today introduced three new standard homes, making it the first company in the nation to offer prefabricated, LEED-certified residences to consumers. By bringing these products to market, LivingHomes continues to make healthy living more accessible nationwide. Founder of the Southern California Institute of Architecture and architect of the model home **Ray Kappe, FAIA** developed the first line of standard homes that LivingHomes will offer. The Ray Kappe 1 and the Ray Kappe 2 are designed to be built in volume with minimal customization and therefore require less engineering and design time than custom homes. LivingHomes is also introducing a standard home model designed by Santa Monica-based **David Hertz Architects** (David Hertz). Hertz's sleek initial design will form the basis for a full line of similar, flexible, easily reproducible homes.

"We're honored to continue working with Ray Kappe and excited to introduce our first home by David Hertz, a highly-acclaimed architect who has created some of the most celebrated and sustainable residences in the nation," says LivingHomes Founder and CEO Steve Glenn. "With the introduction of these lines, we are making LivingHomes more affordable without sacrificing our environmental program."

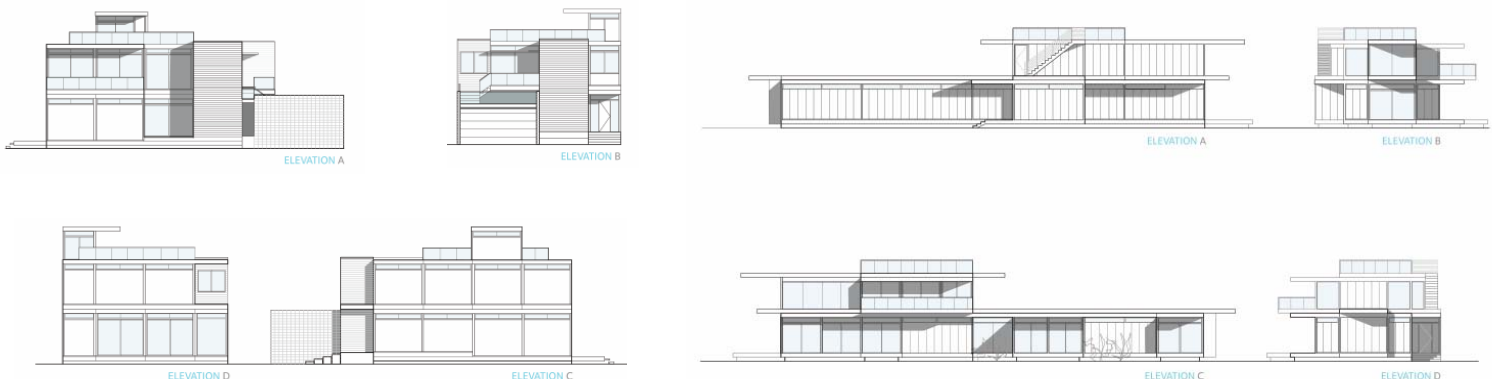
THE LIVINGHOMES RAY KAPPE 1 (RK1) AND RAY KAPPE 2 (RK2)

LivingHomes continues to deepen its product offerings with the launch of two new standard models by Ray Kappe, FAIA. The standard model Ray Kappe 1 (RK1) is based on the Santa Monica model home and showcases an airy main living space divided into a series of platforms. This particular design will now be sold as a standard plan suitable for infill lots. LivingHomes is currently under contract to develop six custom Ray Kappe LivingHomes throughout California. The developer expects to begin construction on three of these homes in the coming months.

In a departure from the Ray Kappe 1, the one-story Ray Kappe 2 (RK2) is long, low, and narrow. Pre-engineered to accommodate a second story at a later date (as seen in the rendering above), the RK2 is designed to easily grow with the needs of the homeowner. The private spaces, situated at one end of the residence, are separated from the public spaces by an atrium.

“With the introduction of standard models like the RK 1 and RK2, we expect volume production will enable us to further reduce our pricing, which is really important to us,” says Glenn. “And, by continuously improving our production methodologies, we will further improve the quality, and reduce the delivery times and ecological footprint for our products.”

All the Ray Kappe designs cost approximately \$250/sf, excluding transportation, foundation, and installation.



Ray Kappe 1

Ray Kappe 2

NEW SINGLE-FAMILY RESIDENCE – THE LIVINGHOMES DAVID HERTZ 1 (DH1)

Constructed around an extruded aluminum tubing frame with in-fill panels, Hertz's sleek two-story design features mechanical connections between the prefabricated modules, making it even easier to grow, shape, and customize the exterior. Hertz takes the LivingHomes concept literally in his design, creating a house that mimics nature in many ways. Designed as a living system, the LivingHomes DH1 is comprised of a kit of parts, or plug and play pieces, that make it expandable and adaptable to naturally respond to changes in the homeowner's needs. Ranging in size from 2,200 sf to 2,600 sf, the L-shaped home embraces a semi-private courtyard and features raised ceilings, a series of balconies, open living spaces, a rooftop garden, up to four bedrooms, two full bathrooms, and two three-quarter bathrooms. As with all LivingHomes products, customers will be able to choose from an array of sustainable systems and finishes, reducing the home's ecological footprint. Designed as move-up or second-homes, the Hertz LivingHomes cost approximately \$215/sf, excluding foundation, transportation and installation.



David Hertz 1 – Back View



David Hertz 1 – Top View

“Having studied architecture at SCI-Arc during the last energy crisis, I have always had a deep interest in environmental design,” explains David Hertz, Founder and Principal of Syndesis Inc. and David Hertz Architects. “With my background in product and material manufacturing, I see my collaboration with LivingHomes as a natural evolution and the perfect outlet for my interests. I’m also honored to be included in the LivingHomes lineage of architects, in the company of a mentor and teacher like Ray Kappe.”

The work of David Hertz Architects can be characterized as multidisciplinary in focus and ranges from the design and construction of residential and commercial buildings to product design, furniture design and public sculpture. Founded in 1983 and located in Santa Monica for over 20 years, David Hertz focuses primarily on custom residential projects with particular experience in

climate responsive, environmentally sustainable projects along the coastal zones and hillsides of California, Oregon and recently Hawaii and Costa Rica. Known for the innovative Panel House – a Venice Beachfront residence constructed entirely from prefabricated industrial refrigeration panels – and the 747 Wing House – a Malibu home made from a dismantled Boeing 747-200 – Hertz is not afraid to experiment with new building systems or recycled materials to reduce costs and environmental impacts.

Says Glenn, “David Hertz fully understands the notion of creating ‘living’ architecture that is restorative rather than exploitative. We both see this as a great opportunity to bring a new and exciting product to market.”

EXPERIENCE THE NEW DESIGNS AND MUCH MORE ON THE NEW LIVINGHOMES WEBSITE

In conjunction with the announcement of the new standard models, LivingHomes is also launching a revamped website that showcases the RK1, RK2 and DH1 homes and a host of interactive features.

For those potential consumers who may not be located in the Los Angeles area, LivingHomes offers an audiovisual tour of the model home. The tour, with optional narration by model home resident and LivingHomes CEO Steve Glenn, calls out the environmental materials, systems, and features of the home, educating consumers and allowing them to experience the space first-hand.

Another exciting feature of the new website is the unique home configurator/budget calculator that allows visitors to select a standard home, choose finishes, and decide which environmental systems to incorporate. The LivingHomes configurator/calculator serves as an innovative tool that helps potential buyers visualize their own personal LivingHome, better understand the LEED points system associated with it, and obtain a complete estimated budget.

The website also features a proprietary tool that LivingHomes has developed to further empower consumers to make healthy choices and better understand the quantifiable benefits of building and operating an environmentally conscious home. The LivingHomes **Sustainability Scorecard™** – akin to a nutritional label – provides



consumers with an easy way to understand the water, energy and material impact of each LivingHomes.

“Similar to the LEED for Homes Program (and incorporating the LEED categories) - which serves as the only existing national system of measurement to determine exactly how ‘green’ a home is - we’ve developed our own scorecard to help our customers,” explains Glenn. “The Sustainability Scorecard will serve as a great tool to show homeowners what exactly is so different, innovative, and truly ‘sustainable’ about the LivingHomes product. Altogether, we expect the new website to make it easier for our potential customers to learn about, understand, and ultimately purchase our homes.”

About LivingHomes®

Founded by CEO Steve Glenn, LivingHomes (www.livinghomes.net) is a premier developer of modern, prefab homes that combine world-class architecture with an unparalleled commitment to health and sustainable construction. All LivingHomes products are designed to achieve at least a LEED for Homes “silver” accreditation and incorporate an environmental program that is among the most comprehensive of any production home. The model home recently achieved “platinum” certification, making it the first home in the nation to be certified platinum and only one of 20 platinum buildings in the nation. Designed by renowned architects and constructed using natural and non-toxic materials and systems, LivingHomes successfully marries style and substance.

Check out the new and improved website at www.livinghomes.net to get more information, take a virtual tour, or configure your very own LivingHome!

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For additional information about **LivingHomes**, please contact **Lisa Jackson** or **Haily Zaki** (323.966.4605/lisa.jackson@cliffordpr.com) | (323.966.4606/haily.zaki@cliffordpr.com).

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