

## Richmond American Homes Wins 2005 PRISM Awards

**- The 'Houston' Model Awarded Best 'Product Design' and 'Interior Design' -**

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HOUSTON

Richmond American Homes of Texas, a subsidiary of M.D.C. Holdings, Inc. , one of the largest homebuilders in the country, today announced that it has received two PRISM (Professional Results in Sales and Marketing) Awards in the categories of "Product Design of the Year" and "Interior Design of the Year" for its "Houston" model at Parks of Walnut Bend in the \$100,000 to \$150,000 price range. The PRISM Awards are sponsored by the Greater Houston Builders Association for excellence in home building, sales and marketing. This is the second consecutive year in which Richmond American has received a PRISM Award.

"We are honored to have received two PRISM awards for our 'Houston' model home at the Parks of Walnut Bend," said David Sprouse, president of Richmond American's Houston division. "This recognition underscores our commitment to building quality homes designed to meet our customers' needs in the Houston market today and in the future."

Richmond American builds in 13 communities across the greater Houston area. Priced starting from the \$100s to the \$190s, the builder offers 25 floorplans ranging in size from approximately 1,270 to 2,960 square feet and featuring three to five bedrooms and two to three baths.

Richmond American's two newest neighborhoods, Cypress Trace and Savannah Ridge, reflect the strong growth the builder is experiencing in this market. Building all across the greater Houston area, including Katy, Tomball and Pearland, Richmond American has established a solid presence in Houston and is part of several of the market's top-selling master-planned communities.

Interested homebuyers can visit Richmond American's sales centers to learn more about the community, view floor plans and more. The sales centers are open Monday through Saturday from 10 a.m. to 6 p.m., and Sunday from 12 noon to 6 p.m. For more information about the Richmond American communities in Houston, call 1-800-299-7718 or visit [www.richmondamerican.com](http://www.richmondamerican.com).

MDC, whose subsidiaries build homes under the name "Richmond American Homes," is one of the largest homebuilders in the United States. The Company also provides mortgage financing, primarily for MDC's homebuyers, through its wholly owned subsidiary HomeAmerican Mortgage Corporation. MDC is a major regional homebuilder with a significant presence in some of the country's best housing markets. The Company is the largest homebuilder in Colorado; among the top five homebuilders in Northern Virginia, suburban Maryland, Phoenix, Tucson, Las Vegas and Salt Lake City; and among the top ten homebuilders in Jacksonville, Northern California and Southern California. MDC also has established operating divisions in Dallas/Fort Worth, Houston, West Florida, Philadelphia/Delaware Valley and Chicago. For more information about our Company, visit [www.richmondamerican.com](http://www.richmondamerican.com).

SOURCE: Richmond American Homes of Texas

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