

Richmond American Homes Brings Innovative Home Gallery Concept to Las Vegas

- Features Expanded Design Center and Homebuyer Resource Center -

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LAS VEGAS

Richmond American Homes of Nevada, Inc. today announced the opening of its second Home Gallery store in a unique retail location off of I-15 and Blue Diamond Road. The Home Gallery combines the best of a design center with sales support, allowing homebuyers to select finishes or shop for a new home in one convenient location.

"Whether someone is researching which Richmond American floor plan or community best suits their lifestyle, or visiting to make the selections for finishes that will personalize their home, the Home Gallery provides it all," said Chris Mandarich, regional president for Nevada and Southern California. "Our goal in creating the new Home Gallery concept is to provide our customers with an unparalleled buying experience."

The 22,000-square-foot Las Vegas Home Gallery is Richmond American's largest facility in the nation and offers thousands of options for customizing a new home, including flooring; countertops; lighting and plumbing fixtures; cabinetry; paint; appliances; home entertainment, security and technology wiring; closet solutions and central vacuum systems. Richmond American's unique Color Studios enable homebuyers to view selections that have been coordinated into color schemes by professional design consultants. The individualized process is designed to make decisions simpler and less stressful, giving the customer confidence that their selections will create the home they desire and enhance its value. Another advantage of the Home Gallery's location and store hours is the ease with which homebuyers can visit to browse the design options available before their appointment with a design consultant.

The Home Gallery also serves as a resource to homebuyers who are either relocating to the market or who are interested in purchasing a Richmond American home. Buyers can view interactive information kiosks and video screens or receive individualized attention from a dedicated, trained team of new home specialists, resulting in a more focused, efficient search for a new home. The knowledgeable staff helps prepare homebuyers in advance of visiting the sales center by presenting information about Richmond American communities, floor plans, neighborhood amenities, homes available for quick move-in and up-to-date pricing, all in a no-pressure environment.

In addition, representatives from Richmond American's affiliated mortgage company are available to pre-qualify homebuyers so they can better understand the implications of their design selections on their budget and monthly mortgage payment.

The first Richmond American Home Gallery store opened in Denver in the fall of 2004. In 2005, a Home Gallery opened in Pleasanton, Calif., and Home Galleries are scheduled to open in Sacramento, Tucson, Phoenix and Jacksonville by the end of the year.

Homebuyers interested in visiting Richmond American's Las Vegas Home Gallery can call 1-877-420-1868 or visit www.RichmondAmerican.com. The Home Gallery is located at 7770 South Industrial Road, Suite 10. To visit, take I-15 to the Blue Diamond Road exit. Go west on Blue Diamond, north on Industrial Road and right on Robindale Road.

Richmond American Homes of Nevada, Inc. is a subsidiary of M.D.C. Holdings Inc. . MDC, whose subsidiaries build homes under the name "Richmond American Homes," is one of the largest homebuilders in the United States. MDC 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, Jacksonville, Phoenix, Tucson, Las Vegas and Salt Lake City; and among the top ten homebuilders in 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.

SOURCE: Richmond American Homes of Nevada, Inc.

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