

M.D.C. Holdings' Southern California Division Wins Builder of the Year Award

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DENVER, March 14, 2013 /PRNewswire/ -- M.D.C. Holdings, Inc. (NYSE: MDC) today announced that the Southern California division of its subsidiary, Richmond American Homes of Maryland, Inc., was recently named 2012 Builder of the Year by the Building Industry Association of Southern California's Riverside Chapter. The homebuilder beat out 160 area builders to take top honors. The award recognizes leadership within the industry, dedication to community service and commitment to building quality homes.

With more than three decades of homebuilding experience, the Richmond American Homes companies operate in 11 states. They have been actively building in California for almost 20 years and they currently have 13 communities throughout the region stretching from Los Angeles County to many cities in the Inland Empire.

Richmond American is dedicated to working with municipalities to advocate on behalf of the industry. Leonard Miller, Richmond American's Regional President, was recently elected president of the Builders Industry Association of Southern California and sits on the board of directors.

"We're honored to receive this award," Mr. Miller said. "We take pride in the homes we build and our leadership role in the industry. Giving back to the community is a company tradition; it's great to see those efforts recognized."

Homebuyers seeking a brand new home in Southern California can find Richmond American Homes at the locations listed below. Citing the slogan "With us, it's personal™," Richmond American Homes has long taken a personal approach to the building process, giving buyers many chances to personalize fixtures and finishes, among other features. New homes at the following communities also offer popular included features such as granite countertops, hardwood floors and tile in many areas.

Richmond American's Southern California locations: BEAUMONT

Acacia at Sundance, priced from the upper \$200s
Kensington at Tournament Hills, priced from the low \$200s

LAKE ELSINORE

Bridgegate at Canyon Hills, priced from the low \$300s
Cypress at Canyon Hills, priced from the upper \$200s
Madison at Rosetta Canyon, priced from the upper \$200s
Northstar at Summerly, priced from the mid \$200s

RIVERSIDE

Cielo at Lake Hills Reserve, priced from the upper \$300s

TEMECULA

Emery Place II at Harveston, priced from the low \$300s

MENIFEE

Palomino at Audie Murphy, priced from the \$200s
The Oaks at Marsden, priced from the mid \$200s

MURRIETA

Sagewood at Spencer's Crossing, priced from the mid \$200s

For details about community amenities, or to learn more about Richmond American's homes and where they build, visit **RichmondAmerican.com**.

About MDC

Since 1972, MDC's subsidiary companies have built and financed the American dream for more than 170,000 homebuyers. MDC's commitment to customer satisfaction, quality and value is reflected in each home its subsidiaries build. MDC is one of the largest homebuilders in the United States. Its subsidiaries have homebuilding operations across the country, including the metropolitan areas of Denver, Colorado Springs, Salt Lake City, Las Vegas, Phoenix, Tucson, Riverside-San Bernardino, Los Angeles, San Francisco Bay Area,

Washington D.C., Baltimore, Philadelphia, Jacksonville and Seattle. The Company's subsidiaries also provide mortgage financing, insurance and title services, primarily for Richmond American homebuyers, through HomeAmerican Mortgage Corporation, American Home Insurance Agency, Inc. and American Home Title and Escrow Company, respectively. M.D.C. Holdings, Inc. is traded on the New York Stock Exchange under the symbol "MDC." For more information, visit www.mdcholdings.com.

SOURCE M.D.C. Holdings, Inc.

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