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**Mark Wintz, Bruce Evans Launch Details Homes as Quality Solution®
*Well Designed, Custom-Level Modular Homes Built Off-Site, Save \$ & Time***

Sacramento, CA – October 29, 2007 – Between the replacement of older housing stock and the continued demand for homeownership, the next 25 years are expected to provide a significant opportunity to reshape the residential landscape of America. Nearly half of the homes that will be needed by 2030 to accommodate our ever-increasing population do not exist today, according to the Urban Land Institute and Brookings Institution. With this much change underway, what will the neighborhoods of tomorrow actually look like? Details - Homes of Architectural Distinction intends to break away from business as usual and the continuation of urban sprawl, and instead focus on doing things differently.

“The question is not whether we will be building a significant amount of homes over the next 25 years, but rather what this built environment will look like. Outstanding architecture combined with authentic materials make great homes, and great homes make great neighborhoods,” said Mark Wintz, president of Details homes. “At Details, our commitment is to build housing that can be part of truly beautiful neighborhoods. Details offers a fantastic opportunity to small infill developers looking for a cost-effective, attractive solution to building a limited number of houses in a neighborhood development.”

Thanks to Details there is now a viable solution to getting well designed, high quality, environmentally thoughtful homes built in urban areas. Details constructs custom-level modular homes off-site at a former aerospace facility in Sacramento, CA, and delivers them directly to small developers’ sites throughout California and the Pacific Northwest.

The brains behind the Details model belong to the two principal partners, Wintz and Bruce Evans, company vice president. Both partners are originally from Southern California and have adopted Sacramento as their new business headquarters for greater access to West Coast vendors, developers and clients.

Mark Wintz has been in the building and development business, directly involved in the residential construction industry for 25 years. He leads the management team at Details. From 1990 to 2000, Wintz was president of The Wintz Company where he oversaw the construction of more than 150 homes as the prime

contractor. His company specialized in the development of small subdivisions and building custom homes. The Wintz Company received four prestigious Gold Nugget Awards for design excellence from the Pacific Coast Builders Conference.

“I understand first-hand the challenges the small builder faces – a declining base of skilled craftsmen, managing a score of sub-contractors and constantly increasing costs that reduce profitability,” explained Wintz, 49. “We recognize the opportunity that off-site constructed housing represents for this segment of the industry.”

Bruce Evans brings a background in management at a software engineering firm that successfully went from start-up to sale and integration into a larger corporation to the Details homes executive team. Evans also worked in operational capacities in the nonprofit and academic fields. His expertise in team-oriented management and information systems, marketing and public relations will contribute to providing Details with streamlined and profitable operations.

“When given a choice, most Americans will select a smaller, well-designed home in a vibrant neighborhood that is closer to the core of their city over a large, suburban home,” said Evans, 43. “However, building in the core presents many challenges, both financially and logistically, so most new construction takes place at the edge of our cities. The Details model seeks to change that. We want to enable the infill developer to build great neighborhoods in a simple and cost-effective way.”

Details homes are distinctive and sustainable. Quality architecture with well-appointed details, green materials and modern efficiencies throughout, Details homes can be completed for approximately \$150 to \$200 per square foot due to the procedural efficiencies in building off-site and constructing the home in sections onsite. Compare this to the cost of building a custom, site-constructed house at \$250-\$400+ per square foot. Plus, all Details homes arrive to the developer already inspected and approved by the California Department of Housing and Community Development. With a product like this, imagine what an impact Details homes can make on the housing market by 2030.

For more information about Details - Homes of Architectural Distinction, visit www.homesbydetails.com.

Details Homes of Architectural Distinction, LLC

Details builds upscale, off-site constructed or modular custom homes of the highest architectural integrity, craftsmanship and authentic detailing. Using environmentally considerate materials and focused on energy efficiency, Details delivers great design and thoughtful execution to create quality homes, valuable neighborhoods and enduring communities. The Details building facility is located in a former aerospace plant in Sacramento, CA, strategically situated to provide

custom-level modular homes throughout California and the Pacific Northwest.
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