



Wausau Homes Incorporated

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FOR IMMEDIATE RELEASE

WAUSAU HOMES BUILDER WINS NATIONAL AWARDS

Nordenstrom Custom Homes recognized for marketing excellence

Wausau, Wis. (November 9, 2007) – Nordenstrom Custom Homes of Mora, Minn., a Wausau Homes builder, won two first-place awards during the 2007 Excellence In Marketing competition sponsored by the Building Systems Councils (BSC), a council of the National Association of Home Builders. The BSC is the nation's leading advocate for systems-built housing. Nordenstrom Custom Homes won the awards for its recently unveiled Web site, nordenstromcustomhomes.com and consumer brochure, *New Home Building Guide*. Winners were selected on the basis of concept, layout, message, and overall design aesthetics.

"We put a lot of effort into putting these two pieces together," said company president Dave Nordenstrom. "We are not about hard-driven sales. We are a fifth-generation builder whose goal is to listen to our customers and fulfill their wants and needs. We are deeply committed to our customers, and our new Web site and brochure portray that."

Alleviating the anxiety of home building and simplifying the home-buying process were the main concepts behind both award-winning marketing tools. "The testimonials and information contained in our Web site and brochure enhance the buying experience by confirming that each home is built with quality and pride," Nordenstrom said. "They introduce potential customers to Nordenstrom Custom Homes, our key people and trade partners, and take them step by step through the home-building process and our ability to assist them with financing, selling their

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existing home, and building an environmentally-sound project." Both marketing tools also contain warranty and service information, reflecting the company's commitment to "making sure customers are well-cared for and that the home delivered at closing meets and exceeds their expectations," Nordenstrom said.

The new Web site is the company's primary marketing tool and is being promoted via billboards and print ads. Clear, concise, and easy to navigate, it includes specification listings that enable customers to choose the features they want in their new home. Visitors to the site can click on the Service link to obtain a copy of the *Your New Home Building Guide* brochure.

Established in 1889, Nordenstrom Custom Homes "has earned a reputation for design, quality, patience, knowledge and commitment to each of our customers," explained Nordenstrom. "Our partnership with Wausau Homes has allowed us to deliver the most up-to-date, environmentally friendly new homes on the market. Wausau Homes' complete building system, technical experience, product management, and state-of-the-art production facilities enable us to provide customers with custom homes of the highest quality."

Nordenstrom Custom Homes won the Excellence in Marketing awards in the Builder category of the competition, and will receive the awards during the International Builders Show in February 2008.

ABOUT WAUSAU HOMES INCORPORATED

Owned and operated by the Schuette family since being founded in 1960, Wausau Homes Incorporated is America's #1 producer of custom-built homes, and works exclusively with independent builders in local markets. Builders have the flexibility to choose from the Wausau brand's varied portfolio of house plans, or to have custom plans engineered to their specifications through Sterling Building Systems, a division of Wausau Homes. Based in Wausau, Wisconsin, Wausau Homes/Sterling Builders employs more than 500 people and services over 600 builders from eight facilities located in Georgia, Ohio (2), Virginia, Illinois, Iowa, Tennessee, and Wisconsin.

For more information about Wausau Homes, please contact Sally Gartmann at 715-241-4737, or visit www.wausauhomes.com.

For more information about Nordenstrom Custom Homes or to obtain a copy of their *New Home Building Guide* brochure, please visit <http://nordenstromcustomhomes.com>.

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America's Leading Producer of Custom Built Homes