



Ryland Homes Celebrates 45 Years

A leading high-volume production builder with an emphasis on innovation, leadership, quality and value

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- Today marks the 45th anniversary of major homebuilder, [Ryland Homes](#) (NYSE:RYL). With over 295,000 homes built across the country, Ryland Homes prides itself on a national strength and local focus while continually adding new communities and new products to meet the needs of today's families. For forty-five years, homebuyers have trusted Ryland Homes as a homebuilder for truly livable designs, great neighborhoods, outstanding quality and a commitment to complete customer satisfaction.

Over the last 45 years, Ryland has continually embraced a progressive and innovative approach to the latest in technology and building practices. On the forefront of the "green" movement, Ryland mastered environmentally friendly construction before it was even discussed in the mainstream media. Now, their [HouseWorks®](#) program provides Ryland homeowners with the confidence that their home has a [\(HERS\) Home Energy Rating System Index](#) better than the typical new home — a rating that means their home is more energy-efficient by saving them money on monthly energy bills.

In the past year, Ryland pioneered a movement toward a more comfortable and engaging homebuying experience through a cutting-edge redesign of their sales centers. Reflecting Ryland's progressive approach, the revolutionary new sales centers welcome shoppers with fresh colors and the latest technologies to showcase their homes. Ryland has also embraced the "on-the-go" consumer by developing mobile applications for the iPhone®, iPad® and Android™ phones and tablets. Acknowledged by Google as a company that shows an effective mobile marketing strategy, Ryland has taken the opportunities presented by emerging technology to become a better company, and more importantly, a more appealing homebuilder.

Not only has Ryland Homes continued to grow and embrace the changing market, they've met the challenge of remaining a steady presence during one of the most depressed economic climates of the past century. In 2011, Ryland increased its home sales by 10%, and despite a 2% year-over-year drop in the average national new home price, Ryland increased its new home price by 2%. Furthermore, in 2011 Ryland grew its backlog by 31%, a remarkable feat that is a testament to the company's continued dedication and perseverance put forth by all their employees.

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