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**FOR IMMEDIATE RELEASE – March 6, 2007**

**GUMENICK PROPERTIES RECEIVES AWARDS IN RICHMOND CONTEST**

*Annual MAME Competition Recognizes Marketing and Sales Excellence in 2006*

HENRICO COUNTY, VA. – Gumenick Properties won 12 honors at the recent annual MAME Awards, including Builder of the Year in its category.

In addition, Grayson Hill Sales Manager Karen M. Hofheimer received a Platinum Sales Volume Excellence Award for transactions closed in 2006. She also was named On-Site Sales Manager of the Year.

The Sales and Marketing Council of the Home Building Association of Richmond sponsored the MAME Awards. The event recognizes local advertising, marketing, merchandising and product design efforts as well as sales volume. Honored by the awards were area builders, developers, advertising agencies, graphic firms, interior design firms, sign and display designers/fabricators, landscaping firms and sales professionals and Realtors.

“Gumenick Properties is pleased to receive the recognition given its work by the Sales and Marketing Council of the Home Building Association of Richmond. To be honored in this way by one’s peers is particularly gratifying,” said Ollin Toler, Vice President of Gumenick Properties’ Homebuilding Division.

Besides receiving a Builder of the Year Award, the Homebuilding Division also won the Builder Marketing Excellence Award for companies building 76 to 150 homes annually.

In addition to five awards won by Gumenick's Grayson Hill community, the company's Monument Square community won the following awards:

- Best Print Advertisement, Newspaper - Black and White ½ page and under
- Best Advertising Campaign, Community/Developer
- Best Special Promotion (Virginia Historical Opening) By a Community/Developer
- Best Direct Marketing, Targeted toward consumers
- Best Marketed Community of 101-300 homes.

Members of Gumenick Properties' marketing team include: Ollin Toler and Laura Chapman of Gumenick Properties; Sherrie Becker and Justin Cailliot of Becker Calliott Advertising; Mary Garner- Mitchell of Garner-Mitchell Illustration/Design; and Edward R. Crews of Crews Communications.

Based in Henrico County, Va., Gumenick Properties is an award-winning real estate development and management company with operations throughout the Southeast. Founded in the late 1940s, the company now engages in two primary lines of business – apartment community operations and homebuilding.

The company currently owns and operates apartment communities in Florida, North Carolina and Virginia. Gumenick Properties also is engaged in homebuilding activities, primarily in Central Virginia. Over the years, it has acquired extensive experience in neighborhood revitalization. These projects meet many needs, including curbing suburban sprawl, enhancing local tax bases and meeting long-term community goals set

by elected leaders and professional planners. The company's revitalization work always has been undertaken with respect for local sensitivities and needs. As a result, Gumenick Properties' revitalization projects have garnered praise and ready acceptance from customers, civic leaders and neighbors.