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**GUMENICK RECEIVES EIGHT AWARDS IN AREA MARKETING CONTEST**

*Performance In 2008 Leads To Second Consecutive Builder Of The Year Award*

**HENRICO COUNTY, VA.** – Gumenick Properties won eight honors at the recent annual MAME Awards, including the Marketing Excellence By A Builder Award and Building Company Of The Year in its category.

In addition, Karen M. Hofheimer, the company’s Grayson Hill sales manager, received the Platinum Sales Volume Excellence Award for total sales of \$10.5 million. She also received the Ace Award as the area’s top producing agent by dollar volume and the Summit Award for the greatest number of units sold.

Judi Antrobus, the company’s Monument Square sales manager, received a Bronze Award with a sales volume of almost \$3 million.

“Gumenick Properties is deeply honored by these awards. They reflect the hard work of our sales and marketing teams and our desire to excel in all areas of our business. These awards also remind us that striving for excellence requires teamwork and creativity,” said Ollin Toler, Vice President for Gumenick Properties’ Homebuilding Group.

The Sales and Marketing Council of the Home Building Association of Richmond sponsors the annual MAME Awards. The competition recognizes local advertising, marketing, merchandising and product design efforts as well as sales volume. Award

recipients include area builders, developers, advertising agencies, graphic artists, interior designers, landscapers, sales professionals and sign and display designer/fabricators.

Gumenick Properties received the Building Company Of The Year Award in its category, 26-75 homes, because of its contributions to the real estate industry during the past year. These contributions are measured by product development, advertising, merchandising, broker relations, buyer relations, success, philosophy, volume of closings, years in business and the performance of the sales and marketing team. The company received this same honor a year ago.

The company received the Marketing Excellence By A Builder Award based on its overall marketing, sales promotions, special events, public relations and advertising.

In addition to these two honors, the company's Monument Square community received these awards:

- Best Print Advertisement – Newspaper, Black & White – page and under
- Best Electronic Media – Best Radio Advertisement
- Best Electronic Media – Best Website – Community/Developer
- Best Direct Marketing – Targeted To Consumers
- Best Landscape Design.

The company's Grayson Hill community also won Best Community Signage.

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

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.