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THE GOLDENBERG GROUP AND GUIDI HOMES WIN SIX PYRAMID AWARDS

Local Developer and Builder Recognized By Home Builders Association of Chester & Delaware Counties

PHILADELPHIA (April 23, 2010) –The Goldenberg Group and Guidi Homes are pleased to announce they were recently awarded six Pyramid Awards, including “Home of the Year: Best Townhome Over 3,000 Square Feet.” The award was given to The Pembrey model at The Carriage Homes at Haverford Reserve. The 21st Annual Pyramid Awards were presented by the Home Builders Association of Chester and Delaware Counties.

“We set out to redefine upscale, Main Line living, infusing luxurious living with nature and natural elements,” said David Mercuris, Vice President of Development for The Goldenberg Group. “We’ve capitalized on a spectacular site – green expanses in close proximity to Center City – to create a sense of community and deliver the best of both worlds to our buyers.”

“With The Carriage Homes, we’re setting a new standard for Main Line living,” said Brad Guidi, a third generation Guidi family builder. “We worked extremely hard to combine exceptional design, highest-quality construction and sensitive land planning for a residential offering unlike any other in the region. Being awarded six Pyramid Awards is a testament to the success of our efforts.”

“The fact that Haverford Reserve is the fastest selling new residential community on the Main Line, with 20 Carriage Homes sold already and more going up, emphasizes the quality and value of these spectacular homes,” Mercuris added.

The Home Builders Association of Chester and Delaware Counties’ Pyramid Awards honor excellence in construction, sales, marketing and design of new homes in seven different categories.

The Goldenberg/Guidi community won six awards, spanning three categories. In the “Home of the Year” category, The Pembrey model home was awarded “Best Townhome Over 3,000 Square Feet.” In the “Merchandising” category, the firms took home three awards: “Best Interior Merchandising, Multi-Family/Townhome” and “Best Kitchen Design, Single/Multi-Family,” both for The Pembrey, and “Best Sales Office, Multi-Family Over 50 Units” for Haverford Reserve. The “Builder Advertising” category of the Pyramid Awards recognized The Carriage Homes at Haverford Reserve as having the “Best Logo” and the “Best Special Event or Promotion” for *Philadelphia* magazine’s Design Home 2009, which benefitted the Philadelphia Ronald McDonald House.

The Carriage Homes at Haverford Reserve

The Carriage Homes at Haverford Reserve is located on a 209-acre property in Haverford Township. Sixty percent of the land is preserved as natural open space, with miles of walking, biking and nature trails accessible to both Carriage Home and Haverford Township residents. The homes are situated on a high plateau with dramatic views of the woodlands and sprawling natural space.

The Carriage Homes at Haverford Reserve offer a European-style village featuring 100 beautifully crafted residences on a scenic rolling site, surrounded by 125 acres of preserved woodlands.

Inside The Carriage Homes, award-winning design firms Michael Visich Architects (Malvern, Pa.) and Murphy Architectural Group (West Chester, Pa.) created a vision for six elegant home designs, ranging from 3,300-3,840 square feet: the Ashleigh, Baltray, Haverlyn, Pembrey, Treymore, and Treymore with Great Room.

Building on best-in-class structural design, The Carriage Homes feature high ceilings, red oak hardwood flooring, and a Colonial wood burning fireplace, plus exquisite interior selections. All home designs feature three bedrooms, with a spacious first-floor or second-floor master suite, and 2.5 to 3.5 baths. Gourmet stainless steel kitchen suites feature a five-burner gas Dacor™ cooktop and double wall oven, with granite countertops and a center island. Expansive master suites offer his and hers walk-in closets and complete closet systems. The master baths create a tranquil retreat with a Kohler soaking tub and pedestal sink, and custom granite or marble countertops.

Maintenance-free exteriors feature a patio or deck, plus energy-efficient HVAC, electrical and plumbing systems. All homes are extensively customizable, with options and upgrades including a fully finished lower level, wine cellar, elevator, sauna, and custom landscape package.

The Finest Main Line Living

A testament to great design, two side-by-side models of The Carriage Homes at Haverford Reserve – The Pembrey and The Treymore with Great Room – were designated *Philadelphia* magazine’s Design Home 2009. Local designers Lisa Stanley with Key Interiors (Perkasie, Pa.) and Richard Gacek with Gacek Design Group (New Hope, Pa.) collaborated to create two totally different living experiences, each equally inviting.

The Pembrey, designed by Stanley, features a contemporary feel with more modern finishes, treatments and furnishings. “Once we chose the design concept – clean-line, traditional feel with modern elements infused throughout – the end result is just beautiful,” Stanley said. A stand-out element of the design, she says, is the master bath. “I wanted the master bath to feel as if you were walking into a five-star hotel. Countless hours were spent working on the marble details and cabinet designs.”

Next door, The Treymore with Great Room, designed by Gacek, reflects a youthful interpretation of the traditional Main Line aesthetic. Warm, rich materials combine with updated classics in this home. “The idea of relaxed refinement influenced the design of this home, inviting a ‘resort’ reference,” Gacek said. “We worked to marry the design of the home with the homeowners’ lifestyle. The great room, in particular, reflects this through its casual formality. It’s an elegant room that feels inviting and warm.”

The two Design Home residences are permanent models for The Carriage Homes at Haverford Reserve, open daily from noon-5:00 p.m.

Welcome Home

Located about one quarter mile from the intersection of Darby Road and Parkview Drive in Haverford, The Carriage Homes at Haverford Reserve are minutes from the finest shopping, entertainment and dining in the region, with convenient access to world-class cultural and historic offerings in nearby Center City Philadelphia.

Pricing for The Carriage Homes is from the \$700s. Long and Foster is the exclusive sales agent for The Carriage Homes.

The Carriage Homes at Haverford Reserve Sales Center is located at 110 Green Lane in Haverford. For more information, please call 610.526.9800 or visit <http://www.haverfordreserve.com/home.html>.

About The Goldenberg Group

Headquartered in Blue Bell, Pa., The Goldenberg Group is one of the largest diversified real estate development companies in the Delaware Valley, owning and managing 5.5 million square feet of commercial retail space with an additional 1 million square feet in various stages of development.

The members of The Goldenberg Group are adept at conceiving and successfully developing large, complex real estate projects, with areas of concentration including retail and power shopping centers, center city urban projects, community revitalization projects, residential projects and acquisitions for renovation and/or conversion. The Goldenberg Group currently has a number of exciting projects underway including the recently opened Exeter Commons, a 490,000 square foot shopping center in Berks County, The Ayer, a spectacular historic reuse of a Washington Square office building into 56 luxury condominium units, of which only four remain unsold, and Wanamaker Plaza, a mixed use complex near Temple University's main campus.

Visit GoldenbergGroup.com for more information.

About Guidi Homes

The Carriage Homes at Haverford Reserve is a fine example of the experience and expertise of a proud building family spanning six decades and three generations. Guidi brothers Peter, Phillip and Gene – all inductees of the prestigious Carpenters Hall of Philadelphia – continue their loyal dedication to the family building tradition initiated by their grandfather, providing the highest levels of architectural achievement and construction.

Guidi Homes strives to stand alone as the premier builder of the finest quality, uniquely customized homes in all construction categories, surprising and satisfying the most discerning buyers. Among a long list of accolades, Guidi Homes has been the proud recipient of the Home Builders Association Pinnacle Award for Custom Home of the Year, and Community of the Year – and now, they are pleased to add the Pyramid Award wins to the record.

For more information, visit www.guidihomes.com.

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