

PRESS RELEASE

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CHELDAN HOMES JOINS ABC'S *EXTREME MAKEOVER: HOME EDITION* BUILDING A NEW HOME FOR A SPECIAL DFW AREA FAMILY

Cheldan Calls for volunteers and donors in its *One Extreme Family Building for Another Project*

Dallas/Fort Worth, TX (June 29, 2009) – *Extreme Makeover: Home Edition*, the Emmy award-winning hit reality show on ABC television, is coming to the Dallas-Fort Worth metroplex to surprise one very deserving area family with an extreme makeover. With a goal to construct a new home in one week, local builder Cheldan Homes has been chosen to join with *Extreme Makeover: Home Edition* for this outstanding community effort.

Cheldan Homes was chosen by this popular network television program to oversee and implement an intense one-week, new home construction project. While the name of the family and the location of the home site cannot be released until early July, one of five deserving families in the Dallas-Fort Worth area will be selected as the recipient of a new home and life-changing gift.

Cheldan Homes was selected largely because of the company's long history of providing philanthropic assistance to the community, supporting charities such as Cook Children's Hospital, the Fort Worth Armed Forces Bowl and Operation Forever Freedom, which serves returning veterans with housing and transportation needs. Last year, with widespread community support, the company donated and built a home for John Martinek, a World War II veteran left homeless by a fire. Over the years, Cheldan owner Joey Goss has made two large donations to his own church, serving as general contractor at no cost to his church for a \$900,000 education wing in 1999 and a \$2.3 million athletic complex in 2003.

"Over the years, the success of Cheldan Homes has provided me with a personal benefit I earnestly desire," says Goss. "Success within my business permits me the time and financial ability to participate in a truly significant, meaningful way to make this world a little better than I found it. The

opportunity for Cheldan's employees, our valued trade partners and the community to collaborate on an ABC *Extreme Makeover: Home Edition* project will provide a real lift to everyone in our community – to say nothing of the economic boost both the new home construction and the ABC production will provide to this region. This is an opportunity for the DFW community to shine.”

The ABC *Extreme Makeover: Home Edition*–Cheldan Homes project needs all types of volunteer donations to make this important undertaking happen, including skilled construction labor of all kinds, food to feed workers during the around-the-clock construction and monetary sponsors to pay for the many material and incidental costs.

“It was an honor to have been called by *Extreme Makeover* to participate in this show,” continues Goss. “These last two years have been a challenging time in our industry. Yet, we are overwhelmed by the outpouring of support from our community and trade partners for a family we have not yet even met. Our community is pulling together for a common cause – reminding us exactly what it is that makes the metroplex, the state of Texas and the USA a great place to live and work.”

Ty Pennington, team leader of the show, as well as his design team, will notify the selected family by showing up at the family’s DFW residence on Friday, July 10th.

On Wednesday, July 1, *Extreme Makeover: Home Edition* and Cheldan Homes will lead a Pep Rally for Cheldan’s employees, contractors, suppliers and volunteers. The Pep Rally will feature live music, video clips, and Emmy award-winning EMHE Executive Producer Conrad Ricketts, who will talk about the project and introduce the EMHE Team. All press is invited to attend.

Individuals or companies interested in learning how to volunteer time, materials and donations for Extreme Makeover: Home Edition can learn more at www.extremecheldan.com.

Note to Media: For Specific information on the build schedule, volunteer sign-ups, donations sponsorships, and media credentials please see Page 3

About EMHE: *Extreme Makeover: Home Edition*, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive) is entering its 7th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Anthony Dominici is the executive producer, and David Goldberg is the president of Endemol USA.

About Cheldan Homes: **Cheldan Homes** was started in 1995 by Joey and Kayemille Goss and built three homes in its first year of business. Today, Cheldan builds in Fort Worth, Dallas, San Antonio and Austin and is ranked as the 6th largest builder in Fort Worth, a Top Twenty Builder in the DFW metroplex, and the 230th largest builder in the US. This year, our team of forty employees will build 250 homes for buyers in over 20 new home communities. In 14 years, we’ve built over 2,500 homes for Texas families, and last year our homeowners gave us a 96% approval rating for their experience with our new home sales, construction, closing and warranty processes.

*** Note to Media:**

Please find specific information on the build schedule, volunteer sign-up, sponsorships, donations and media credentials below.

Build Schedule

- July 1: Pep Rally for All Volunteers at St. Matthew Cumberland Presbyterian Church Gym located at 380 NW Tarrant Street, Burleson, Texas (817-295-5832)
- July 10: Family is notified, also known as “Door Knock”
2:00 PM Braveheart March at home site, also known as the kick-off of the build
4:00 PM Family press conference with Cheldan Homes
- July 11: Demolition of Home
- July 12 – 15: Construction of new home
- July 16: House Reveal, also known as the time for “Move That Bus”

Volunteer Information

Cheldan Homes needs volunteers for the build. All individuals interested in participating can visit the build’s website at www.extremecheldan.com for more information.

Sponsor and Donation Information

To make a donation toward the build, please visit www.extremecheldan.com. An account has been set up with project sponsor OmniAmerican Bank and PayPal to ensure safe, direct donations for the build and the family. To become a sponsor, please contact Sherri Sechrist, Cheldan Homes VP of Marketing at 817-992-1111 (Sechrist@cheldanhomes.com).

Media Credentials

During the week-long build, continuous media opportunities will be available for all qualified media members. To schedule interviews with builders, family and talent, or to request information on credentials, please contact Deborah Dolins at 817-944-1470 (deborahdolins@yahoo.com).