



Sundays 8/7c on ABC

ARONOV HOMES.com

FOR IMMEDIATE RELEASE

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ARONOV HOMES JOINS ABC'S "EXTREME MAKEOVER: HOME EDITION" *Local builder to lead one week home build for a deserving Montgomery family*

Montgomery, AL (February 2, 2009) — Aronov Homes announced today that they will join the Emmy award-winning, hit television show, ABC's *Extreme Makeover: Home Edition*, to build a new home for one deserving Montgomery family.

"Aronov Homes is honored to have been chosen by ABC's *Extreme Makeover: Home Edition* as the builder for their Montgomery project. In addition to our talented team of professionals at Aronov Homes, we are also reaching out to our generous community for their support and encourage everyone to get involved in any way they can to help change one Montgomery family's life forever," said Jake Aronov, Chairman & Chief Executive Officer of Aronov Realty Management.

The Montgomery project will be the third *Extreme Makeover: Home Edition* in Alabama. Aronov Homes, along with subcontractors, suppliers and sponsors, will complete construction in an incredible one week that will uphold the highest standards of quality craftsmanship, design and energy efficiency.

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Five families in the Montgomery area, all of whom have been deemed “Heroes at Home,” are being considered after being nominated by their communities. One lucky family will be surprised when Ty Pennington, team leader of the show accompanied by his design team, knocks on their front door **Monday, February 16th** to learn their home has been chosen for the *Extreme Makeover: Home Edition*.

Aronov Homes was chosen as the builder in large part because of their more than 50-year tradition of service to the community. Dedicated to improving the quality of life in the River Region, Aronov Homes supports local schools, non-profits and community groups, in addition to building quality homes and neighborhoods since 1952.

Through their “Aronov Homes & Today in Alabama Builds a Home” initiative with WSFA-TV 12, the company donated over \$130,000 in net profits from the sale of two new homes to benefit local charities in 2004 and 2005.

“Aronov Homes’ passion for their community was clear” said Conrad Ricketts, Executive Producer of *Extreme Makeover: Home Edition*. “We are looking for ‘Heroes in the Community’ and both the family that will be chosen and Aronov Homes are wonderful representations of our theme this season.”

While Aronov Homes has built hundreds of homes in the River Region, this “Extreme” build will be unique in two ways; the build must be completed in one week *and* all products and labor must be donated. Aronov Homes is requesting volunteers from the community to provide time, support and resources to help ensure the success of this life-altering project for the family chosen. Interested individuals or companies can find more information on how to volunteer time and resources at www.aronovhomes.com.

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“Montgomery is a very family-oriented community and known for the generosity of its citizens,” said Steve Tompkins, President of Aronov Homes. “We are confident that the River Region will come together with generosity of spirit and a neighbor-helping-neighbor desire to build a new home and, more importantly, a new life for one deserving family.”

Regions Bank has partnered with Aronov Homes to join *Extreme Makeover: Home Edition* on a food drive during this event to benefit the Montgomery Area Food Bank. Donations of canned goods will be accepted at any of the 22 Regions Bank branches in the Montgomery and tri-county area.

About EMHE

Extreme Makeover: Home Edition, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is in its 6th 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. The show airs on Sundays (7:00-8:00 CST), on the ABC Television Network.

About Aronov Homes

For over half a century, the Aronov name has been synonymous with quality real estate in the Southeast. Aronov's founder, Aaron Aronov, first began building single-family homes in the early 1950s. Since that time, the hallmarks of every Aronov project -- craftsmanship, attention to detail, and excellent value -- have remained the same.

Since its founding in 1952, Aronov has grown to be the largest privately-held fully-diversified real estate company in the Southeast. In addition to developing neighborhoods and building the finest quality homes, Aronov develops, leases and manages a large number of shopping centers, apartment communities, and office buildings throughout the Southeast, as well as offering a full line of commercial and personal insurance products. For more information about Aronov Homes, visit www.aronovhomes.com. For more information about Aronov Realty Management, Inc., visit www.aronov.com.

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