

# PRESS RELEASE

## The Beechwood Organization

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### FOR IMMEDIATE RELEASE

#### It's Good News for Meadowbrook Pointe in Local & National Competitions

*The Beechwood Organization's Luxury Adult Lifestyle Community Cited for  
Community Design, Merchandising, Marketing & Sales Projects*

**April 24, 2008 / Jericho, NY** — The Beechwood Organization, one of the largest residential housing developers in New York, is pleased to announce that its signature Meadowbrook Pointe adult lifestyle community has been selected as a winner in the **2008 Real Estate Awards**, presented by *Long Island Business News*. The project was also selected as a finalist in the **2008 Best of 50+ Housing Awards**, the premier design and marketing competition for the seniors housing industry, presented by the National Association of Home Builders' 50+ Housing Council.

Built on the former site of Roosevelt Raceway, Meadowbrook Pointe will ultimately contain 720 units on 51 acres in the heart of Nassau County. The developer began construction in 2006 and anticipates completion by 2010. The \$400-million, gated adult community offers luxury condominiums, townhouses and villas, from 1,300 to 3,000 square feet. The multi-home development features a 25,000-square-foot clubhouse. Overlooking a man-made pond with a fountain and lights, the clubhouse has a fitness center, a day spa, beauty salon, indoor and outdoor pools and movie theater.

In the **2008 Real Estate Awards**, Meadowbrook was cited as the winner in the category, Top Residential Development (Multi-Home Units). "This recognition confirms that we are making a significant contribution to multi-home housing on Long Island," said Michael Dubb, president, The Beechwood Organization. The developer was presented with the award at the 2008 Real Estate Awards event, April 24, at the Crest Hollow Country Club, Woodbury.

The Real Estate Awards were launched last year to recognize top real estate professionals, both individuals and companies involved in Long Island real estate. LIBN invited applicants to submit their nominations in 34 categories. According to Marlene McDonnell, LIBN's event marketing manager, decisions on winners are made based on reviews of projects submitted, in conjunction with input from LIBN's real estate reporter.

Meadowbrook Pointe was also selected as a finalist for four entries submitted to the **2008 Best of 50+ Housing Awards**:

- Active Adult Housing: Attached Home Community – Overall Community
- Active Adult Housing: Model Home Merchandising – Home Size Up to 1,700 Square Feet
- Black and White Print Advertisement: Best Overall
- Sales Center: Best Overall

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Commenting on the categories in which Meadowbrook Pointe was recognized, Dubb said, “It’s an affirmation that Meadowbrook Pointe is not only being noticed for its outstanding design and amenities, but also for the ways in which we promote this innovative adult community to our customers, the 55+ population.”

The annual competition is presented by the National Association of Home Builders’ 50+ Housing Council. NAHB is a trade organization, representing more than 220,000 members involved in home building and related industries. The 50+ Housing Council serves the special needs and interests of NAHB members and others in the housing industry, who build for the growing 50+ market.

According to NAHB, Meadowbrook Pointe was *the only 50+ project from the Northeast to be named a finalist in the competition*. Beechwood was notified that each of its four entries will receive either a Gold award presented to the category winner, or a Silver finalist award, to be presented at the Best of 50+ Housing Awards Gala, May 20, at the Sheraton New Orleans Hotel, in New Orleans, Louisiana.

“It is indeed a distinction to be acknowledged by the NAHB, and we look forward to participating,” added Michael Dubb. “The fact that Meadowbrook Pointe was singled out as the only finalist from the Northeast region makes these awards even more meaningful to our organization.” The event will be held in conjunction with NAHB’s Building for Boomers & Beyond: 50+ Housing Symposium — the leading education and networking conference for industry professionals involved in 50+ housing.

Award recipients are selected by by an elite panel of 12 industry experts who specialize in 50+ housing. The panel chose finalists from nearly 300 total entries in more than 40 categories. “The caliber of competition was high this year, both in the active adult and service-enriched categories, and the marketing entries clearly reflect emerging trends,” said Doug Van Lerberghe, the 2008 chairman of the Best of 50+ Housing Awards Committee. “It’s obvious that builders, architects and marketing professionals better understand what today’s mature buyers want and how to communicate with them.”

**About The Beechwood Organization.** The Beechwood Organization is one of the largest developers of residential housing in New York. Over the past two decades, Beechwood has developed over 55 communities. The Beechwood Organization is currently developing Meadowbrook Pointe, a 720-unit active adult community replete with a 25,000 square foot clubhouse on the former site of the Roosevelt Raceway, as well as unique riverfront community at Harbour Pointe at Shorehaven in the Bronx. Additionally, Beechwood has partnered with the Benjamin Companies to develop an award winning, smart-growth master planned community in the Rockaways, Arverne By The Sea. When complete, this mixed-use community will have approximately 2,200 homes and be the largest revitalization project in the Northeast.