



ESCENA PALM SPRINGS WELCOMES TOLL BROTHERS AND BEAZER HOMES

Palm Springs, CA / October 22, 2013....Escena Palm Springs announced today that a burst of new home construction activity by two national homebuilders is coming to Escena. Toll Brothers and Beazer Homes have acquired 200 prime Escena home sites, joining current Escena homebuilders Lennar Homes and Alta Verde Homes, who have experienced consistently high sales volume since the release of their new homes in Fall 2012. With the influx of new home inventory by Toll Brothers and Beazer Homes, homebuyers at Escena will benefit from an array of choices for architectural style, floor plans, views and price points.

“With the addition of two nationally known, highly respected homebuilders to the Escena community, these transactions validate Escena’s position as the top Palm Springs location to live, dine, golf and enjoy the diverse offerings of this world class destination. They also affirm consumer confidence in the strength of the Palm Springs real estate market,” says Bennett Borko, Executive Vice President of New Valley PS LLC, the master developer of the Escena Palm Springs community.

Toll Brothers has confirmed the acquisition of 128 single family home sites at Escena. “We are excited to expand our portfolio of award-winning homes in the Coachella Valley, particularly at a community like Escena, which we believe sets the standard for master planned communities in Palm Springs,” says Kevin Duermit, Group President of Toll Brothers.

Beazer Homes also has confirmed its acquisition of 72 single family home sites at Escena. “Escena provides us the perfect opportunity to continue our tradition of creating high quality, energy efficient homes,” says Robert Shiota, California Division President of Beazer Homes. “With the consistently high level of new home sales activity at Escena and the strength of the real estate market in Palm Springs, we are thrilled to be getting started at Escena.”

Details about the new homes that will be built by Beazer Homes and Toll Brothers at Escena are not yet available; however, interested homebuyers can stay updated by connecting with Escena Palm Springs through its website at escena.com.

Escena Palm Springs is a unique 450-acre master-planned development in Palm Springs, CA, comprised of an 18-hole golf course, restaurant, residences and additional land slated for future residential and hotel development. The centerpieces of the community are the Escena Golf Club and the Escena Lounge & Grill, which are open to the public. A Nicklaus Design golf course, Escena Golf Club was ranked by *PGATOUR.com* as a Top Ten Public Course in California. Escena Lounge & Grill was recognized by *Palm Springs Life* magazine as the 2010 Best New Restaurant in Palm Springs. The Escena clubhouse, a stunning white steel and glass tribute to the area's modernist architectural heritage, has also garnered numerous accolades, including *Golf Inc.* magazine's 2010 Clubhouse of the Year honors. For more information, please visit escena.com.