

FOR IMMEDIATE RELEASE
March 7, 2006
Contact: Beth Bullis-Teubner
(405)285-8404
beth@mindseyeads.com

ERC, Heartland Homes, and KOCO Channel 5 Bring the American Dream to Oklahomans

Oklahoma City – Heartland Homes and ERC Land Development are proud to be partnering with KOCO Channel 5 in the American Dream Home Giveaway. For the next several months, Heartland Homes will be building a house in an exclusive ERC neighborhood. One lucky person will be able to win this home package worth \$200,000.

ERC will be raising the standard on community living once again with the American Dream Home Giveaway. Many people dream of owning a home in a community with beautiful landscaping, walking trails, pool, clubhouse and playground, but someone's dream will soon become a reality. ERC is making that dream possible by joining with Heartland Homes to give away the first house in an elegant new community that will set the standard in lifestyle features.

Heartland Homes will also be helping make someone's dream come true by continuing in the tradition of constructing quality homes and building lifestyles. Many people long to own a Heartland Home with their convenient locations in the Oklahoma City metro, small town feel, superior construction and great features but for one person that dream will come true. Along with all the amenities in every great Heartland Home, the winner of the American Dream Home will have the added benefits of guaranteed energy savings and an air purification system.

Additional perks in this giveaway will include title services for closing from Lawyers Title, landscaping by Shades of Green Landscaping LLC, a backyard pond by The Pond Pro Shop and a storm shelter from Smart Safe.

Oklahomans will be able to watch the community and house being built from the ground up on KOCO Channel 5. People will have the chance to see sidewalks and landscaping going in as well as the actual construction of this three-bedroom home.

The American Dream Home Giveaway is the chance for one lucky person to be the first to move into a new ERC neighborhood and own a quality constructed Heartland home. To register, anyone can visit www.ercok.com, www.heartlandhomes.com or www.channeloklahoma.com or visit any Cox Communications retail location for their chance to be a finalist.

Five individuals will be chosen from a random drawing to determine the finalists. Those five people will then be given a key that could unlock the house of their dreams, but only one will win.

A 30-minute reveal show on KOCO Channel 5 will be televised in May to show viewers the completed house and take them through the development and construction process. Viewers will watch as someone unlocks the door and realizes the American dream. The home will be given away to the lucky person, holding the key to the front door, live during KOCO Channel 5's 10 o'clock news broadcast.

For more information about this promotion, visit www.channeloklahoma.com.

Heartland Homes doesn't just build homes they build lifestyles where high quality is the standard. With energy efficient construction, Custom Fit floor plans, and state-of-the art air purification and ventilation systems included with every Heartland Home, they are dedicated to helping families achieve their dreams of home ownership. They believe that attention to detail in the homebuilding process is the key principle success in creating a home perfectly suited for each individual's style, taste and investment.

ERC Land Development is the most active residential developer in the OKC metro area today. With 22 completed communities and 10 currently in progress across the metro, ERC strives to accommodate the diverse price ranges, lifestyles and locations that are important to Oklahoma Homebuyers. Innovative in all phases of community development, ERC is known for their "Passion to Raise the Standard".