



For Immediate Release
June 2007

APPOINTMENTS AND PROMOTIONS

SANCTUARY BUILDER ADDS MARKETING DIRECTOR

(June 15, 2007— Chandler, Ariz.)— Gina Berson recently joined Sanctuary Builder in the newly created position of Marketing Director. In her new role, Berson will oversee the development and implementation of the company’s branding strategy and market positioning. She will be managing day-to-day marketing activities, as well as long-term strategic planning for the custom homebuilder and its various business divisions.

“Sanctuary Builder is in growth mode right now, so I will be creating and implementing the plan on how we will market our new services, as well as looking at ways to reach new customers,” explains Berson. “One of my first action items will be creating a more user-friendly Web site, that allows potential clients easy access to information on our custom home designs, as well as our communities and services.”

Berson earned her Bachelor of Science in marketing and human resource management from the University of Arizona. After graduation she began her career in the mortgage industry before making the transition to homebuilding. Prior to joining Sanctuary Builders, Gina spent 2 years with Randall Martin Home as their marketing manager, and 5 years with Hacienda Builders where she was involved in many facets of homebuilding including contracts, closings, sales and marketing.

About Sanctuary Builder

Sanctuary Builder, headquartered in Chandler, Ariz. and founded in 1999, by a team of industry experts, bringing with them more than 28 years of experience in creating and building homes. With a hands-on approach, Sanctuary Builder specializes in designing and building luxury homes and upscale neighborhoods for the buyer looking for a personal experience. For more information on their home designs, neighborhoods and services visit sanctuarybuilder.com or call (480) 888-1705.

###