

NEWS RELEASE

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***Extreme Makeover: Home Edition* Coming to Horry County**

Sterling Homes Chosen for third time as key builder

Myrtle Beach, SC, December 28, 2009 – *Extreme Makeover: Home Edition*, the Emmy-award winning hit reality show on ABC Television, is coming back to Horry County to surprise one lucky family with an extreme home makeover. With a goal to construct a new house in one week, local builder Sterling Homes has answered the call to change a family's lives for the third time.

Sterling Homes was lead builder in 2007 when *Extreme Makeover: Home Edition* welcomed Longs, SC, resident Renee Wilson and her grandchildren into a brand new home. Sterling Homes was subsequently chosen for the prestigious 50-state reunion build in hurricane Katrina ravaged New Orleans.

In a joint statement issued by Sterling Homes partners Harry Dill and Clinch Heyward, both men echoed a sentiment they've shared since the first time they received the call from *Extreme Makeover: Home Edition* show producers, "It was an honor both the first and second time to have been called by *Extreme Makeover* to participate in the show. This time, however, may be even more special, with a down economy and an entire population looking for some good news. Horry County has, historically, been a giving and generous place to live and work; and Sterling Homes is proud to join the hundreds who have already volunteered to provide a second chance for a family in need."

Ty Pennington, team leader of the show, as well as his design team, will notify the selected family by showing up at the family's residence on Monday, January 11.

In conjunction with the *Extreme Makeover* build, volunteers will conduct a precedent-setting food drive with the staggering goal of collecting 100 tons of food. Sterling's Clinch Heyward stated, "Sterling Homes is partnering with Horry County Government and the United Way of Horry County to do an Extreme Canned Food Drive. This food drive will help restock our food pantries countywide. Any one can help with this food drive. If your business, club, organization or church group wants to get involved, call the United Way office at 347-5195. Go to our Extreme build website www.extremehorry.com to download the logo for any displays you would like to setup."

The public is also invited to help support volunteers and the entire Extreme Build Team at a special pep rally, to be held in the Wall Auditorium on Coastal Carolina University's campus Tuesday, January 5, at 10 a.m.

(more)

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NOTE TO MEDIA:

Below please find specific information on the build schedule. Volunteer sign-up, donations and media credentials.

Build Schedule

January 5: Pep rally for all volunteers – Coastal Carolina’s Wall Auditorium at 10 a.m.

January 11: Family is notified. (Also known as “Door Knock”)

January 11: Build kickoff with “Braveheart” Walk

January 17: House Reveal, *Extreme Makeover: Home Edition’s* “Move That Bus!”

Volunteer Information

Sterling Homes is actively seeking volunteers for the build. All individuals interested in participating can visit the build’s website www.ExtremeHorry.com

Sponsor & Donation Information

To make a donation toward the build, please visit www.ExtremeHorry.com

An account has been set up with PayPal to ensure safe, direct donations. To become a sponsor, please contact Sponsor Coordinator Grant Kuhn, at (843) 333-6030.

Media Credentials

During the weeklong build, a media tent will be available for all qualified media members. To schedule interviews with builders, family and talent, or to request information on credentials, contact Event Director George DuRant at (843) 997-4343, or via email at george@durantagency.com