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TRILOGY BY SHEA HOMES AND JWT BOOM FORM STRATEGIC PARTNERSHIP TO CREATE SUPERIOR LIFESTYLE FOR BOOMERS

Trilogy Communities Address Unmet Needs of Active Boomers “Retirement”

SAN FRANCISCO – August 31, 2007 – Shea Homes, Inc., the nation’s largest privately-owned home builder, has announced a strategic partnership between its Trilogy brand and JWT BOOM, a division of JWT Worldwide that specializes in helping clients build profitable and lasting relationships with consumers ages 40+. The partnership is designed to bring JWT BOOM’s wealth of knowledge and expertise in the Boomer market to enhance Trilogy’s existing commitment to creating communities and homes that address the unmet needs of active Boomers redefining “retirement.”

“As the largest and most affluent demographic in history, Boomers represent more than \$2 trillion in consumer spending in our country alone. With this market focus, backed by the fully integrated agency services of JWT and the entire global WPP family, we are uniquely positioned to help companies like Trilogy effectively reach and grow their market share of today’s most powerful demographic segment,” says Lori Bitter, President of JWT BOOM.

Trilogy currently has eight amenitized, experiential communities in California, Washington and Arizona, with two more opening in late 2007 and plans to expand into Florida and Colorado. The communities and homes offer members a springboard to facilitate the personal growth, connection and enrichment they seek in this renewed “second adulthood” lifestage.

“The Trilogy brand represents a new vision that goes beyond just the bricks and mortar. Our goal is to serve the Boomer desire to live in a place that inspires them to be their best and to make the most of every day,” says Rick Andreen, president of Shea Homes’ Trilogy communities. “JWT BOOM is helping us actualize that vision to provide our members with the homes, amenities and

opportunities that address the issues central to Boomers as they transition into their 50s: finding balance and well-being; personal growth and exploration; staying connected to family and community; and giving back.

Trilogy Receives Highest 2007 J.D. Power & Associates Ranking

Trilogy ranked highest in customer satisfaction among the largest active adult community home builders, according to the just-released J.D. Power and Associates 2007 New-Home Builder Customer Satisfaction Study. The study, which includes satisfaction rankings of builders in 34 of the largest U.S. home-building markets, measures buyer satisfaction in active adult communities. Trilogy by Shea Homes received particularly high ratings in the three areas that are most important to active adult buyers: builder's warranty/customer service; construction manager; and home readiness.

"Boomers are remaking the face of this critical life stage transition that used to be called retirement," says Mary Brown, author of *BOOM: Marketing to Today's Ultimate Power Consumer: The Boomer Woman* and JWT BOOM's brand strategy lead on the account. "By leveraging the JWT BOOM team's deep knowledge of the category and expertise in the 40+ housing and real estate markets, we're positioned to make certain that today's Boomers experience Trilogy's unique product differentiation and excellence."

As agency of record, JWT BOOM is developing strategic brand positioning designed to address the evolving needs of consumers 40+. Program execution will be conducted through an integrated multi-channel platform, including online and traditional media and research.

For more information, contact Linda Landers at Girlpower Marketing (www.girlpowermarketing.com), (949) 459-1416.

About Shea Homes

Shea Homes currently has eight Trilogy communities in Arizona, California and Washington with two more opening in late 2007, and expansion planned for Florida and Colorado. These premium lifestyle communities offer a new choice in living to those looking for an exciting lifestyle that revolves around wellness, adventure, continued learning, personal growth and close personal connections. Visit www.trilogylife.com for more information.

About JWT BOOM

JWT BOOM, a division of JWT Worldwide, is the only integrated communications agency focused on the Boomer 40+ market segment within a global agency network.