



## News Release

**July 17, 2009** – Sekisui House, Ltd. (“the Company”) hereby announces that the Company will undertake three housing development projects in Homebush Bay, Camden Hills and Ripley Valley in Commonwealth of Australia, by developing and providing residential areas as well as “SEKISUI HOUSE” home, a detached house and lot for sale. Details are as follow.

### 1. Reason for Entering Business:

The Company has conducted research on housing business circumstances in several countries, in order to make the most of the Company’s know-how of long years regarding creation of high-quality house and residential environment worldwide. To launch global business development, the Company decided to take the initiative in entering the housing industry in Australia, where growth of population is expected and business environment, such as logistics, is well-organized as a developed country. (Some projects are joint ventures with Payce Consolidated Limited, a local leading property developer.)

In developing lands and houses, the Company will actively engage in grand design adopting Australian climate, culture and tradition, and develop and provide residential areas, and sell “SEKISUI HOUSE” homes, which will embody high property value for future.

“SEKISUI HOUSE” home, a detached house and lot for sale, has already been appreciated in Japan, and the Company believes that newly building high-performance and high-functional houses based on the use and application of the original expertise in “SEKISUI HOUSE” homes will enable the Company’s house to differ from other local detached houses in terms of, among other things, security, environmental consideration and economy. Accordingly, the Company plans to carry out business in Australia.

With regards to the Homebush Bay project, 1,344 units of condominiums have already been provided, and the area is highly appreciated as excellent residential area.

### 2. Outlines of Business Development:

In each project of Homebush Bay, Camden Hills and Ripley Valley, the Company will sell approximately 6,600 lots in total, consisting of approximately 4,000 houses of 2,000 “SEKISUI HOUSE” homes, detached houses for sale, and 2,000 condominiums for sale, and additionally lots for sale over ten years from now.

### 3. Outlines of Each Project:

#### (1) Homebush Bay: a suburb of Sydney, New South Wales

Total number of houses to be provided:	Approximately 2,000 units (new condominiums for sale) In the target area, 1,344 units have already been constructed.
Gross area:	Approximately 18.2 hectare, out of which approximately



8.3 hectare will be developed.  
The Company's interest is 75%.

(2) Camden Hills: a suburb of Sydney, Camden Council, New South Wales

Total number of "SEKISUI HOUSE" homes to be provided: Approximately 1,200 units

Total number of lots for sale to be provided: Approximately 2,100 lots

Gross area: Approximately 207.5 hectare and all the area will be developed  
The Company's interest is 100%.

(3) Ripley Valley: a suburb of Brisbane, City of Ipswich, Queensland

Total number of "SEKISUI HOUSE" homes to be provided: Approximately 800 units

Total number of lots for sale to be provided: Approximately 2,500 lots

Gross area: Approximately 10,000 hectare, out of which approximately 173 hectare will be developed.  
The Company's interest is 75%.

4. Business Expenditures for Projects:

The Company will for the time being invest approximately 200 million Australian dollars in Sekisui House Australia Holdings Pty Limited, Australian subsidiary incorporated by the Company, as business expenditures for the projects, whereby to operate the projects.

\*\*\* \*\*

**For further information, please contact:**

Mr. Hidehiro Yamaguchi  
Head of Corporate Communications Department  
Sekisui House, Ltd.  
Tel: (+81)6-6440-3445 Fax: (+81)6-6440-3369  
Email: [info-ir@qz.sekisuihouse.co.jp](mailto:info-ir@qz.sekisuihouse.co.jp)

Mr. Toru Abe  
President of Sekisui House Australia Holdings Pty Limited  
Tel: (+61)292-327-323