



News Release

**Newland Real Estate Group and Sekisui House Form Joint Venture  
to Acquire Real Estate Development Projects  
Joint Venture Acquires 199 hectares of Land West of Houston  
for Expansion of Cinco Ranch Project  
Sekisui House Launches the US Residential Real Estate Developments**

**September 27, 2010** – Sekisui House, Ltd. (“Sekisui House”) and Newland Real Estate Group, LLC (“Newland”) announced today that they entered into agreements for the purpose of acquiring real estate development projects in the US consisting of residential and commercial land development. Sekisui House, Japan’s largest home builder and leading diversified developer has advanced its entry into the US real estate market.

For the first step, the joint venture acquired 199 hectares of undeveloped land in west Houston for the expansion of Cinco Ranch, Newland’s top-selling master-planned community. Planned for 1,200+ new homes, this expansion of Cinco Ranch will be delivered in approximately three years as the community’s final southwest neighborhoods are completed.

Sekisui House and Newland share a commitment to creating well-planned, sustainable communities that will thrive for decades to come. Newland will leverage its local and regional expertise to acquire and develop high quality real estate projects with Sekisui House across the nation going forward.

The Cinco Ranch community expansion is planned to be developed using sustainable development practices and concern for the natural environment. Sekisui House brings its practices and knowledge in developing sustainably conscious communities in Japan to the Cinco Ranch expansion project integrating both companies’ environmentally conscious development philosophies.

Sekisui House will utilize its knowledge and experience as the provider of the largest number of residential lots in Japan, within this attractive community, and to expanding its business in the US through this quality joint venture with Newland.

■ **Houston - One of the fast-growing cities in the United States**

Houston, Texas is the fourth largest city in the US with over 2 million residents. The entire Houston metropolitan area is one of the fastest growing areas in the US, growing by 27% since 2000 to a current resident population of nearly 6 million. The Houston metropolitan area is projected to grow to 6.6 million residents in 2015. Petroleum and energy, Medical, High-tech, and IT industries are playing important roles in the local economy.

With the expansion and accumulation of such key industries, the west Houston area gains popularity



as a good place to live. Among communities in all of Houston, Cinco Ranch, in particular, has continued to outperform competitors.

■ **The Cinco Ranch Project – One of the best-selling communities in Houston**

Located 50 kilometers west of downtown Houston, Cinco Ranch first opened with new homes for sale in 1991 and over the past 10 years, the community has consistently been rated among the top five best-selling communities in the Houston area. In 2009, Cinco Ranch was the #1 best-selling planned community in the US according to RCLCO, a Washington, DC real estate advisory firm. The 199 hectares expansion is located in northwest Fort Bend County. With this expansion, Cinco Ranch now totals 3,236 hectares and is expected to have over 14,000 homes at build-out.

**About Newland Real Estate Group, LLC.**

Newland is a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management, and advisory services across a wide range of real estate. The company's mixed-use development business, Newland Communities, actively owns, operates and develops premier residential master-planned, commercial, retail, and urban mixed-use real estate across the US. Headquartered in San Diego, California, Newland and its affiliated companies have completed, or have underway, more than 140 diverse real estate developments, over 20 million square feet of commercial and retail space, and 175,000 residential units in 14 states.

Newland Communities is one of the largest privately held land developers in the US. In Houston, Newland Communities has four communities in various stages of development, totaling over 5,200 hectares: Cinco Ranch, Summerwood, Eagle Springs and Telfair.

**About Sekisui House, Ltd.**

Headquartered in Osaka, Sekisui House is the largest home builder in Japan with cumulative sales of 2,023,373 housing units as of July 31, 2010. Since 1999, Sekisui House has positioned Environment as a core management target and provided numerous environmentally and sustainably conscious products as a front-runner among industrialized housing manufacturers. Sekisui House formed its 100% subsidiary, NORTH AMERICA SEKISUI HOUSE, LLC (NASH) to manage US business operations including joint venture with Newland.

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