



For Immediate Release

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Lexington Homes, Inc. Selected as Builder for *Extreme Makeover: Home Edition!*

July 30, 2010--Green Bay--Lexington Homes, Inc.—a premier builder of high-quality homes, condominiums and vacation homes in Wisconsin—is thrilled to announce that they have been asked by ABC’s *Extreme Makeover: Home Edition* to take on the challenge of building a house—in just one week—for a very deserving northeast Wisconsin family.

The Lexington Homes BIG BUILD 2010 for *Extreme Makeover: Home Edition* is one of the most ambitious construction projects ever to take place in northeast Wisconsin. Lexington Homes is partnering with sponsors Community First Credit Union, Affinity Health System, Coldwell Banker—The Real Estate Group, Keller Structures, Thario Building Services, and key supporters including Insight Creative, Inc., Gagnon Creative, and Webfitters in this exciting undertaking.

According to Lexington Homes, Inc. president Jeff Marlow, “Lexington Homes is honored to volunteer our time and expertise to help a deserving family and we hope the entire northeast Wisconsin community will help us build a home for a hero! Come to the August 5th pep rally to get started!”

To kick off the BIG BUILD 2010 and let volunteers know how they can get involved, Lexington Homes will hold the **Lexington Homes BIG BUILD 2010 Pep Rally in the Lambeau Field Atrium on August 5th** at 6:00 p.m.

Pep Rally attendees should bring a can of food to donate to a local food pantry. At the Rally, the public can sign up to volunteer, hear from Milan Vasic senior producer of *Extreme Makeover: Home Edition*, listen to the music of *3 Jacks and a Jill* and *Men in Suits* and learn more about this momentous opportunity to make a difference. Refreshments will be sold and kid’s activities are planned.

“We don’t know the identity of the family, but we know there are several finalists in northeast Wisconsin. ABC will choose the family soon. They won’t even know themselves, until Aug. 14th when we knock on their door,” said Marlow.

Anyone interested in donating or volunteering for the Lexington Homes BIG BUILD 2010 for *Extreme Makeover: Home Edition* should visit lexingtonhomemakeover.com or contact Insight Creative, Inc. Media must contact Insight Creative for pre-approval to cover the construction site.

Lexington Homes, Inc.—a premier northeast Wisconsin home builder since the early 1990s—is known for building the finest, most energy-efficient and luxurious homes. They bring the highest level of craftsmanship, superior products and expertise together to support clients throughout the home building process. Lexington Homes has been recognized with the prestigious Wisconsin Governor's Builder of the Year Award. Lexington Homes—building neighborhoods, one home at a time™! For more information on Lexington Homes contact Jeff Marlow, president, at (920) 662-1611 or visit www.lexingtonneighborhoods.com.

ABC-TV’s *Extreme Makeover: Home Edition*--The Emmy award winning reality program *Extreme Makeover: Home Edition*, now entering its 8th season, is produced by Endemol USA, a division of Endemol Holding. It’s executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs **Sundays from 8:00-9:00 p.m., ET on ABC**.

Insight Creative, Inc. is a Green Bay-based advertising agency offering complete in-house creative and strategic marketing communications expertise for consumer, business-to-business and industrial clients. For more than 20 years Insight has successfully helped a wide and varied range of companies attain their goals. For more information, contact Jim von Hoff at 920-468-7459 or visit www.insightcreative.com. Insight can also be found on Facebook and Twitter.