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FOR IMMEDIATE RELEASE:

Cedar Falls / Waterloo Builder Named Exclusive Woman-Centric MattersSM Home Builder

Research shows women make 91% of the decisions when it comes to new home purchases.

OMAHA, NE (April 5, 2007) Woman-Centric MattersSM, a division of Design Basics, the nation's largest home plan design service to the building industry, announced today that Denny Lenth Construction, headquartered in Cedar Falls, Iowa, has been licensed as the Cedar Falls / Waterloo area's exclusive Woman-Centric MattersSM home builder.

Woman-centric homes intuitively appeal to women, according to Linda Reimer, President of Design Basics. Reimer explained that after conducting numerous focus groups with women of all ages and backgrounds from across the country, Design Basics discovered there are four primary aspects that are important to women when selecting a home plan: flexible living spaces; entertaining; storage; and de-stressing areas. "Because of the livability of woman-centric homes, the homes are popular with men, too. From both an economic and a design standpoint, builders just can't afford to continue offering the same old home designs. You have to look at a design through the lens of 'how does the home live?' because that's the way women view a home," said Reimer.

Denny Lenth, President and owner of Denny Lenth Construction, said he was totally convinced of the value of the woman-centric approach after attending a two-day seminar at the Omaha, Nebraska headquarters of Design Basics to learn about woman-centric home design, building, and customer care. "It just makes so much sense," said Lenth, continuing, "We have always been dedicated to anticipating and meeting the needs of our customers, from the big things to the little details that all tie into our overall business approach. Woman-Centric MattersSM gives us a fresh way to achieve our goals of continuing to understand our customers and creating a home that fits their dreams and lifestyle."

Lenth is so convinced about the Woman-Centric MattersSM, in fact, that Denny Lenth Construction will be featuring a Woman-Centric home in the upcoming NE Iowa Home Builders Parade of Homes in August. The home is actually a revised version of the Patterson design that has been so popular for the past several years. Lenth originally built the Patterson for his own family in 1990, but the basic plan has been so popular that he modified it and built it in various shapes and configurations 12 times. Lenth's new Woman-Centric version of the Patterson has several features that have been shown in intensive studies done by Design Basics to have particular appeal to women and are well-received by the whole family.

In addition to the home plan revisions, Denny Lenth Construction is also having their logo redesigned by Design Basics and their website www.dennylenthconstruction.com redone by Quanta Basics, a division of

Design Basics and the nation's leading specialists in woman-centric website design and development. It is anticipated that the redeveloped website will be launched in the latter part of May 2007.

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Note to media professionals:

Woman-Centric Matterssm is a division of Design Basics, Inc. Whether it is a home plan, product or service, Woman-Centric Matterssm designs solutions from a woman's perspective. For more information, visit www.WomanCentricMatters.com or contact Melissa Arnold, PR Coordinator, Melissa@womancentricmatters.com