



FOR IMMEDIATE RELEASE

CITY OF UPLAND MAYOR TAKES FIRST (BIG) SHOVEL OF DIRT FOR WYETH COVE, A NEW HOME COMMUNITY BY TRUMARK HOMES

Trumark Homes Begins Construction on 39 Single-Family Courtyard Homes

UPLAND, Calif. – September 21, 2009 – Upland Mayor John Pomierski today climbed aboard a front-end loader carrying the first shovel full of dirt that signals the start of construction on Wyeth Cove by Trumark Homes.

"The City of Upland is resilient to economic downturns on many levels," said Pomierski at a ground-breaking ceremony on the property at the SE corner of Benson & 15th in Upland. "I am happy to welcome Trumark Homes as the latest corporate presence in our community."

Trumark Homes, based in Irvine, Calif., has upgraded the appearance of Wyeth Cove's finished lots on the 4.38-acre site and is now beginning construction on the model homes, which will open by February 2010.

"The Wyeth Cove development is a prime piece of developable residential property in Upland," said Upland City Manager Robb Quincey. "The development of new homes here is a sure sign that Upland is ahead of the nation's economic recovery."

Upland, unlike many Inland Empire communities, is a very stable community with relatively few foreclosures, and even fewer new homes available. There is no other new home development currently available in the city of Upland, and most of the foreclosed homes on the market are significantly outdated.

Wyeth Cove homes will be available in traditional and cottage-style architecture and will be sleekly appointed with features such as granite countertops, oil rub bronze and ceramic tile entryway flooring. The homes will surround a landscaped park and recreation area.

"When we launched Trumark Homes last year, this is exactly the kind of place we were seeking for our first new home neighborhood," said Michael Maples, company co-founder and CEO. "It's in a desirable infill location in an attractive market – and it's surrounded by an already established housing community. We're going to be very well positioned to sell homes. We anticipate that the majority of home buyers will be people from this area who already are in love with this community and are looking for a new home experience."

The new construction project will be a welcome relief from the recession as it creates new jobs and opportunities for Upland area workers and businesses.

"We plan to hire as much talent as possible from this area," said Marty McComas, division president of Trumark Homes. "There are plenty of experienced contractors here and it will be good to see them get back to work doing what they are best at doing – building new homes."

Trumark Homes was launched in 2008 and aims to become a major homebuilding company on the West Coast, offering consumers products of the highest quality at the most competitive prices. The



Wyeth Cove Home Page

Quick Links

[Corporate Home Page](#)
[About Trumark Homes](#)
[Management Team](#)
[Contact Us](#)

Contact

Michael Maples, Principal
 Trumark Homes
 9911 Irvine Center Drive
 Suite 150
 Irvine, California 92618
 Tel (949) 202-5786
mmaples@trumark-co.com

company's plan is to build communities of townhomes, small-lot detached and traditional single-family detached homes within 45 minutes of major job centers throughout California.

It closed on the purchase of the Wyeth Cove project in May. The single-family courtyard homes will range in size from 1,717 to 2,401 square feet.

About Trumark Homes

Launched in 2009, Trumark Homes builds high-quality homes at competitive prices throughout California and has positioned itself for the housing market rebound. The Trumark Group of Companies is a diversified real estate developer and builder with expertise in land acquisition, homebuilding, community design, entitlements and office, R&D and retail development. Trumark Companies is the residential development arm of the organization and operates in Northern and Southern California. Trumark Commercial, which builds, leases and sells commercial buildings, operates in the northern portion of the Golden State. Additional information is available at www.trumark-co.com