



Press Release

J.D. Power and Associates Teams with The Alberta New Home Warranty Program To Measure Customer Satisfaction with New-Home Builders in Alberta

The Strategic Alliance Includes the Launch of New-Home Builder Customer Satisfaction Study in Calgary, Edmonton and throughout Alberta

WESTLAKE VILLAGE, Calif.: 15 February 2007 — J.D. Power and Associates announced today that its Canadian new-home builder practice is teaming with The Alberta New Home Warranty Program to develop a study that will measure customer satisfaction with new-home builders in the province of Alberta.

The new relationship is designed to leverage J.D. Power and Associates' independent and unbiased surveys of customer satisfaction, product quality and buyer behavior, with The Alberta New Home Warranty Program's mission to promote quality and professionalism in new-home construction. At the core of the strategic alliance is a co-branded syndicated study measuring satisfaction of buyers throughout the entire new-home purchase and early ownership experience.

The first results of the co-branded Canadian New-Home Builder Customer Satisfaction Study will be available in 2008. The results will be based on responses from buyers of newly built single- and multi-family homes constructed by Builder Members of the Alberta New Home Warranty Program.

Highlights of the study will be made available to consumers via Power Circle Ratings™ on the J.D. Power Consumer Center at www.jdpower.com and at The Program's Web site www.albertanewhomewarranty.com. Results from the customer satisfaction study will determine recipients of J.D. Power and Associates awards and The New Homebuyers Choice Awards™.

In the survey, owners will be asked to evaluate their satisfaction with their builder in a variety of areas, including sales staff, customer service, physical design and home quality. J.D. Power and Associates currently conducts a New-Home Builder Customer Satisfaction Study in the Greater Toronto Area and Ottawa-Carleton region in Canada and in 34 of the largest homebuilding markets in the United States.

“Working with The Alberta New Home Warranty Program will allow us to take the voice of the customer research that we've been conducting in the new-home building industry in Toronto and Ottawa, as well as across the United States, and expand it into Alberta,” said Darren Slind, senior director of the new-home builder and performance improvement practices at the Canadian office of J.D. Power and Associates. “By measuring customer satisfaction in the new-home building industry in Alberta, we will help builders deliver an ownership experience that exceeds the expectations of their customers.”

“The Alberta New Home Warranty Program has always been at the forefront of assisting our builder members with tools to meet the expectations of their homebuyers,” said Dennis Little, president and chief executive officer at The Alberta New Home Warranty Program. “We firmly believe that a quality interaction between the builder and the homebuyer is the key to satisfaction. Working with J.D. Power and Associates and conducting a Canadian New-Home Builder Customer Satisfaction Study in our province for our Builder Members is a great opportunity to further improve our industry.”

In addition to conducting the study, J.D. Power and Associates will provide The Alberta New Home Warranty Program builder members with voice-of-the-customer-based professional development training programs to assist them in their efforts to consistently meet the expectations of Alberta new-home and condominium buyers.

About The Alberta New Home Warranty Program

The Alberta New Home Warranty Program was established in 1974 by Alberta home builders to provide a package of warranty protections and encourage improved performance for the new home building industry. In addition to providing warranty services, The Program offers its Builder Members an array of tools and services to enhance their expertise and supports the relationship between Builder Members and their homebuyers. The Program has become a trusted resource for information and knowledge— “*The Home Smart Advantage.*” The Program has over 700 Builder Members who are committed to the business of home building. Additional information and a complete list of participating builders can be found at www.albertanewhomewarranty.com.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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