

For Immediate Release

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**The HOME SMART Advantage® for New Homebuyers
Television Launch This Fall**

September 12, 2005 - Calgary, Alberta – Starting this fall, The Alberta New Home Warranty Program will use a new television series to help Alberta’s growing ranks of new homebuyers better understand the process of building a home. The program – called the HOME SMART Advantage® – is a unique partnership with CityTV and will feature weekly appearances on the channel’s successful “Breakfast Television” in both Edmonton and Calgary.

During these 5-minute weekly segments (Thursdays in Edmonton and Fridays in Calgary), Program representatives will help homebuyers learn about the building process and the buyer’s role along the way. “We want to help buyers feel more comfortable with the process and understand what’s going on. So many people buy a house and may not know what their role is, or how to protect their interests,” explains Lucie Desilets, Marketing Director for The Alberta New Home Warranty Program. “We’ll cover topics like how to choose a builder, what to do to prevent moisture problems in your home, what you should look for during your walk through – essential stuff, really.” Topics to be discussed will include the condominium guidebook, the Moisture Smart® Builder program, and the Program’s protections and warranty services, among others.

In addition to live appearances on the Breakfast Television, a series of 60-second tips will run on both stations.

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The Home Smart Advantage Series supports a key function of The Alberta New Home Warranty Program: to support the relationship between some 700 Builder Members and their homebuyers, and to act as a trusted resource for information and knowledge.

The Alberta New Home Warranty Program (the “Program”) was founded in 1974 by Alberta home builders to provide a package of warranty protections and encourage improved performance for the new home building industry. Since its inception, the Program has been a leader and innovator in the provision of warranty services to the home building industry and was the first program of its kind to be introduced in Canada.

The Program offers Deposit Protection, Builder Performance Protection, Structural Integrity and First Year Warranty Protection to homebuyers as well as a comprehensive dispute resolution process. In addition to providing warranty services, the Program supports the relationship between Builder Members and their homebuyers by acting as a trusted resource for information and knowledge.

The Program has regional offices in both Calgary and Edmonton and is managed by a staff of approximately 50 people. It is governed by a diverse Board of Directors including builders and representatives of other stakeholders in the home building industry. The Program has over 700 Builder Members who are committed to the business of home building. Additional information and a complete list of participating Builder Members can be found at www.anhwp.com.