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GUMENICK PROPERTIES WINS SEVEN AWARDS IN MAME CONTEST

Honors Recognize Company's Achievements In Sales, Marketing, Advertising

HENRICO CO., VA. – Gumenick Properties won seven honors in the 2010 MAME competition, which recognizes excellence in new home sales and marketing in Central Virginia.

In addition, Karen M. Hofheimer, sales manager at the company's Grayson Hill community, won a Silver Sales Volume Excellence Award. Maryann Moulton, sales manager at the company's Monument Square community, won a Bronze Sales Volume Excellence Award.

Specific awards given to Gumenick Properties and its communities were:

- Gumenick Properties -- Marketing Excellence by a Builder - Builds 26 to 75 Homes
Annually
- Grayson Hill – Best Print Advertising -- Newspaper - Black & White – Half Page
and Under
- Grayson Hill -- Best Landscape Design - Clubhouse/Community
- Monument Square – Best Print Advertising -- Magazine - Color – Half Page and
Under

- Monument Square -- Best Advertising Campaign
- Monument Square -- Best Direct Marketing – Targeted Toward Consumers
- Monument Square -- Best Marketed Community - Development of 126 or more Home Sites.

The Sales and Marketing Council of the Home Building Association of Richmond sponsors the annual MAME Awards. Award recipients include area builders, advertising agencies, graphic artists, interior designers, landscapers, sales professionals and sign and display designer/fabricators.

Members of Gumenick Properties' marketing team include: Sherrie Becker and Justin Cailliot of Becker Cailliot Advertising; Mary Garner-Mitchell of Garner-Mitchell Illustration/Design; and Edward R. Crews of Crews Communications Public Relations.

Based in Henrico, Gumenick Properties is an award-winning real estate development and management company with operations throughout the Southeast. Founded in the late 1940s, the company now engages in two primary lines of business – apartment community operations and homebuilding.

The company currently owns and operates apartment communities in Florida, North Carolina and Virginia. Gumenick Properties also is engaged in homebuilding activities in Central Virginia. Over the years, it has acquired extensive experience in neighborhood revitalization. These projects meet many needs, including assisting to curb suburban sprawl, enhancing local tax bases and meeting long-term community goals set by elected leaders and professional planners. The company's revitalization work always has been undertaken with respect for local

sensitivities and needs. As a result, Gumenick Properties' revitalization projects have garnered praise and ready acceptance from customers, civic leaders and neighbors.