

FOR IMMEDIATE RELEASE: January 2, 2008
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**LAKESIDE SELLING FINAL PHASE IN THE MASTER-PLANNED
COMMUNITY OF HERITAGE LAKE!**

Standard Pacific understands that buying a new home is one of the biggest decisions someone will ever make and is committed to setting the standard for homebuilding excellence on every possible level. At their three Heritage Lake neighborhoods, including Lakeside, which is selling its final phase, families can experience outstanding customer service, substantially reduced prices, low interest rates, **PLUS** up to \$80,000s worth of incentives* to spend your way. To learn how Standard Pacific Homes' Value by Design now gives you more and for additional information about this award-winning builder's honest, open approach to their customers, visit www.StandardPacificInland.com.

The neighborhoods' Value by Design incentives are available for a limited time only and can be used toward any combination of: interest rate buydowns, designer upgrades and options, flooring upgrades, additional price reductions and property tax payments up to 6% of purchase price.

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“Lakeside recently released its final phase, including the professionally decorated, furnished models, so home shoppers should make their selection soon,” explained Lorrie Yates, Vice President of Sales and Marketing for Standard Pacific Homes, Inland Empire Division. “These desirable homes are slated for spring completion and boast cul-de-sac locations, spacious home sites and a coveted setting with a view of the lake.”

“Bridgeport will release its final phase next month. The neighborhood currently has a good selection of homes for spring completion that include granite kitchen countertops, stainless steel appliances and upgraded cabinetry.”

“Our philosophy is to make our customers feel at home throughout the entire home buying process and to build for them the same way we would for our own families. Guests who tour the models for Lakeside, Bridgeport and Waterford will also realize that we offer the genuine respect they deserve by applying the Golden Rule in our relationships. From the moment a guest inquires about a home, we are upfront about our pricing so buyers do not have the hassle of trying to determine the true price of their home,” Yates added.

Single-family designs at Lakeside, Bridgeport and Waterford range from approximately 2,284 to 3,770 square feet, with three to five bedrooms, two to 3.5 baths and a three or four-car garage. Prices start from the mid \$300,000s. Standard Pacific Homes will also introduce Parkside and Brighton early this year.

Heritage Lake’s 25-acre lake offers paddle boating and catch and release

fishing. The private Heritage Lake Club includes sun decks, a swimming pool and more. Heritage Park has lawns, a basketball court and tot lot; there are plans for four county parks.

Guided by the Romoland School District, the Mesa View Elementary School is the first of two new K-5 schools to open within the community. Boulder Ridge Middle School is nearby and the state-of-the-art Heritage High School within the Perris Unified School District is also open.

Pricing and product availability are subject to change; please see a Sales Representative for details.

*Available on select homes. Prices, incentives, specifications and terms effective 1/2/08 and are subject to change without notice. Please consult a Standard Pacific Homes' Sales Representative for additional information.

Heritage Lake is a master-planned community being developed by Menifee Development, LLC. Individual neighborhoods will be built by Standard Pacific Homes, Woodside Homes, Lennar and other guest builders. A Homeowner's Association, financially supported by all residents, maintains common area landscaping and other common facilities. Public facilities, including school district and some roadway construction are funded by special taxes payable by homeowners. All future facilities and development plans are subject to change.

Standard Pacific, one of the nation's largest homebuilders, has built homes for more than 98,000 families during its 40-year history. The Company constructs

homes within a wide range of price and size targeting a broad range of homebuyers.

Standard Pacific operates in many of the largest housing markets in the country with operations in major metropolitan areas in California, Florida, Arizona, the Carolinas, Texas, Colorado, Nevada and Illinois. The Company provides mortgage financing and title services to its homebuyers through its subsidiaries and joint ventures, Standard Pacific Mortgage, Inc., Home First Funding, SPH Home Mortgage, Universal Land Title of South Florida and SPH Title. For more information about the Company and its new home developments, please visit our website at: www.StandardPacificInland.com.

To visit Waterford from I-215, exit east on McCall Blvd., make a right on Menifee Road, then a left on Coastline Ave. The Models are located at Coastline Ave. and Pacific Court. To visit Lakeside and Bridgeport, travel the I-15, exit Railroad Canyon Road and travel east. Make a right on Newport Road until you reach I-215 and travel north on I-215. Exit McCall Blvd. and travel east past Menifee Road. Make a right on Heritage Lake Drive and follow the signs to Lakeside, make a left on Heritage Lake Drive and follow signs to Bridgeport. If traveling on the I-215, exit McCall Blvd. and travel east past Menifee Road. Make a right on Heritage Lake Drive and follow the signs to Lakeside, make a left on Heritage Lake Drive and follow signs to Bridgeport. The Models and Sales Offices are open daily 10 a.m. to 5 p.m.

For more information on Waterford, call IVDB 877-505-4243; LAT 877-505-4244; NCT 877-505-4255; OCM 877-530-7584; OCR 877-530-7591; OCR/IC 877-530-7589; RPE 877-532-6853; SDUT 877-532-6859; for Bridgeport, call IVDB 877-2931047; LAT 866-642-1672; NCT 877-484-6940; OCM 877-653-0232; OCR 877-478-9322; OCR/IC 877-478-9323; SDUT 877-484-6933; RPE 877-478-9317; for Lakeside, call IVDB 877-837-6812; LAT 877-837-6818; NCT 877-840-6124; OCM 877-886-4216; OCR 877-899-4323; OCR/IC 877-899-4201; RPE 888-571-1849; SDUT 888-571-1857 or visit www.LiveHeritageLake.com.