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PRESS RELEASE

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HIGH-SPEED NETWORKS, ENERGY EFFICIENCY TO BE PROMOTED FOR NEW HOME, COMMERCIAL DEVELOPMENTS

Experts: Local building boom ripe opportunity to "future proof" Central Valley homes and businesses.

MODESTO - (August 25, 2003) - With Silicon Valley reeling from the collapse of the internet bubble, experts claim the slowdown is a window of opportunity for Central Valley homebuilders and developers looking to lay the foundation for the next generation technology and energy efficient communities.

Looking to seize the initiative, Valley homebuilders, developers and technology experts will be meeting in Fresno, Bakersfield and Modesto this September and October to discuss practical ways to incorporate technology and energy efficient breakthroughs into new Central Valley housing and commercial developments -- cost effectively and at a profit.

"Very few places in the country have so much new construction in the works," said Seth Fearey, president of Connected Communities. "We have the opportunity to plan ahead, to 'future-proof' our new homes, offices, and factories for the networked world and rising energy costs."

According to a June 2003 study by economists at the National Association of Homebuilders, California housing starts through 2004 are expected to remain at their highest levels since the late 1980s -- with the strongest activity in the Central Valley.

Integrating technology can include everything from pre-wiring with fiber based telephone lines to energy efficient homes that do not compromise air quality. In the last two years high-speed networks have been widely deployed in the San Joaquin Valley. Most residents along the Highway 99 corridor can now get cable modem, digital subscriber line (DSL), or wireless broadband services at rates that are competitive with Silicon Valley and Los Angeles. Development projects that incorporate the latest technologies for communications and energy conservation are more attractive to buyers, sell faster, and can command higher prices.

The sessions will be held from 9 am - 3 pm on September 30 in Modesto, October 1 in Fresno and October 2 in Bakersfield at a registration cost of \$20. More information and registration is available online at www.greatvalley.org or by contacting Dan Roix at the Great Valley Center, (209) 522-5103 or daniel@greatvalley.org.

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