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Tours-for-\$10 Benefits MANNA

Residents of The National at Old City Open Their Doors To Help Nourish the Seriously Ill in the Greater Philadelphia Area

Philadelphia, PA, April 2007 – Tours-for-\$10, a novel “open house” tour event created to benefit MANNA, (Metropolitan Area Neighborhood Nutritional Alliance), will be held on Sunday, June 10 from noon to 4 p.m. at K. Hovnanian’s The National at Old City located at Second Street between Arch and Race. Owners of the community’s lofts and townhomes have volunteered to allow visitors into their homes for a \$10 donation to MANNA.

MANNA is a nonprofit organization that delivers care and hope by nourishing people in the Delaware Valley who are at acute nutritional risk due to a serious illness such as HIV/AIDS or cancer. The event will provide an enjoyable way for people to help support this important lifeline and create awareness of the growing need for the vital services that the organization provides on a daily basis.

K. Hovnanian will match each admission price and all proceeds will directly benefit MANNA. Refreshments will be available with the price of admission. Residents and visitors can mingle and relax in the private courtyard area before or after their tour. Tickets will be available at the door or they can be purchased before the event by calling 215-627-6845 extension 210 or bclark@khov.com.

“The National at Old City is a unique enclave intended to be a community within a community,” said Rick Buchholz, area vice president for K. Hovnanian Homes. “We wanted to do something special to demonstrate our commitment to the community and help our less fortunate neighbors. We hope by hosting this open house with the full cooperation of our residents, we will entice people to visit this eclectic, historic part of town for a great cause.”

The National at Old City was built to respect the historic architectural spirit of the area but all homes are newly constructed and equipped with modern amenities. It’s conveniently located to Center City for work or leisure activities and is close to major highways. The National is adjacent to Elfreth’s Alley, a National Historic Landmark District and America’s oldest continuously inhabited residential street. The alley is lined by 32 rowhouses built between 1728 and 1836. Penn’s Landing and the Camden Waterfront are also nearby.

"We're delighted to be the recipient of this worthwhile community event in the heart of Old City," said Richard Keaveney, CEO of MANNA. "I'm looking forward to a huge turnout so more needy individuals and families will receive nutritious meals to help keep them as healthy as possible. Thanks to events such as Tours-for-\$10, government funding and the generosity of private donors and individuals, MANNA is able to continue its mission and service our vast client base," he added.

First time homebuyers, young families, working couples or empty nesters seeking to downsize, can easily find a home to fit their lifestyle at The National at Old City. The community offers designs with dramatic views of Center City or the Delaware River skylines. Also, it offers an underground secure parking garage with direct home access. Residents are close to all of the first rate attractions Philadelphia has to offer, while living in a neighborhood unlike any other in the city. Cobblestone streets, superb restaurants, trendy boutiques, laidback coffeehouses, chic art galleries, and history spanning over three centuries contribute to the ambience of the area.

All the homes are equipped with state-of-the art designer kitchens including Whirlpool stainless steel appliances, granite countertops, ceramic floors, Aristokraft cabinets and full size Eurotech washer and dryers. Main bathrooms feature ceramic tile walls and designer ceramic flooring with lovely brushed chrome Kohler faucets. In addition, a ten-year warranty backed by one of the nation's largest homebuilders is included with each purchase. The city's ten-year tax abatement helps to make home ownership more attractive.

The National at Old City opened in November 2004. Most of the community is entirely new construction unlike other comparably priced properties in Old City. The one-two- or three-bedroom lofts with one or two baths feature 11-foot ceilings, hardwood flooring and exposed pipes and ductwork. The lofts range from just under 1,000 square feet to about 2,300 square feet. The two-story townhomes with two to three bedrooms and up to 2½ baths range from approximately 1,180 square feet up to 2,600 square feet. Although many homes have already sold, the community currently has both lofts and townhomes available. Pricing begins in the \$400s.

About MANNA: A small professional staff and 1,000 dedicated volunteers bring over 40,000 nutritious, home-cooked, home-delivered meals each month to individuals and families at nutritional risk due to life-threatening illnesses. MANNA provides nutritional and emotional nourishment free of charge for men, women and children at acute nutritional risk and is not based on financial need. Clients on MANNA's hot meal program receive a daily delivery of three meals Monday through Friday and those on the frozen meal program receive five entrées and accompaniments on a weekly basis. Menu items range from comfort foods such as macaroni & cheese to sophisticated dishes such as teriyaki salmon with ginger. MANNA provides direct nutritional support and promotes wellness through nutritional counseling and education at MANNA, and in 6 medical offices in the Delaware Valley. It currently serves the Pennsylvania counties of Chester, Delaware, Montgomery, Bucks, and Philadelphia; the New Jersey counties of Burlington, Camden, Gloucester, and Salem. MANNA is located on Ranstead Street, off of 23rd Street and between Market and Chestnut Streets. The website is www.mannapa.org

About K. Hovnanian Homes: K. Hovnanian Homes is a Fortune 500 company and one of the largest homebuilders in the region. Founded in 1959 by Kevork S. Hovnanian, chairman, the company sells homes in 18 states. The parent company, Hovnanian Enterprises, Inc., is headquartered in Red Bank, N.J., and sold 20,201 homes during 2006 under several names. K. Hovnanian builds planned communities that include single-family, townhomes and garden homes. In addition, it constructs homes in mid-rise, high-rise and mixed-use buildings. The company also is well known for its active-adult homes, branded as K. Hovnanian's Four Seasons, and its expertise in community redevelopment and environment rehabilitation. More information is available at www.khov.com or at 888-KHOV-HOME.