



Experience. The Difference.™

MEDIA RELEASE

For Immediate Release

National Home Builders' Association Recognizes Sifton Properties' Creative Excellence

March 9, 2010, London, ON – Sifton Properties Limited is pleased to announce it is a recipient of the 2009 National SAM Award for Best Print Ad. The award was presented during the annual Canadian Home Builders' Association's (CHBA) National Conference in Victoria on March 6, 2010. The award-winning Woodholme Park neighbourhood development advertising was created and produced by ON Communication Inc., also from London.

The CHBA National SAM Awards recognize outstanding performance in new homes and renovation design, innovative technology and construction techniques, and outstanding marketing and sales activities from across Canada.



"We are truly honoured to be recognized with this prestigious national award," says Phil Masschelein, Vice President, Neighbourhood Developments. "A big thank you goes to our advertising agency, ON Communication. Their creative concepts have positioned Woodholme Park as London's most sophisticated neighbourhood."

Woodholme Park is situated in North London at Wonderland and Gainsborough roads. Only 58 large, custom built homes are being built at this premier location. Visit www.woodholmepark.com to see the winning advertisement.

It is a great year of awards for Sifton. Sifton Properties recently received London's **Builder of the Year award** and the London Chamber of Commerce Board of Director's **Corporate Icon award**. They were also named one of **Canada's 50 Best Managed Companies** by the *National Post* and is now being recognized with this prestigious **SAM Award**.

About Sifton Properties Limited, Neighbourhood Developments

Sifton Properties Limited is a leading player in the planning, development and construction of neighbourhoods that have shaped the residential landscape of the London and southwestern Ontario housing markets.

About the Canadian Home Builders' Association

The Canadian Home Builders' Association (CHBA) is the national voice of the residential construction industry, representing more than 8,000 member firms across the country. Membership comprises new home builders, renovators, developers, trade contractors, building material manufacturers and suppliers, lenders and other professionals in the housing sector.

- 30 -

For more information please contact:

Jo Ann Robinson

ON Communication Inc.

joann@on-communication.biz

519-434-1365 x 230



Sifton Properties Limited • Seniors' Living • Residential Rentals • New Homes • Neighbourhood Developments • Commercial Leasing

195 Dufferin Ave., Suite 800
London, ON N6A 1K7

Tel. 519.434.1000
Fax. 519.434.1009

Sifton.com