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Homes By Dickerson Introduces New Logo *Updated Design Has Fresh, Exciting Look*

For Immediate Release

(RALEIGH NC AUGUST 20, 2008)—Out with the old and in with the new. When it comes to logos that's exactly the feeling at one of the Triangle's most highly regarded builders of luxury custom and semi-custom homes, **Homes By Dickerson**.

"We wanted a fresh new look that was more fitting of the personality of our company, explained **Linwood Strickland**, President and CEO of Homes by Dickerson. "The new logo is both sophisticated and fun. We also think the new tagline is more indicative of the philosophy of our company."

The tagline involves a play on words. At first glance, "Where the excitement is building" seems straightforward, but can be interpreted in two ways. The deeper, more hidden meaning reflects how the company views each and every home it builds.

"We truly get excited about each and every project," said Strickland. "The needs of each homebuyer is different, so as a company specializing in custom and semi-custom homes, we experience a genuine level of excitement with each and every new project. We think our new tagline reflects that excitement and enthusiasm."

Homes by Dickerson has been building homes in the Triangle since 1975 in a number of prestigious communities including Falls Point, George's Grant and The Hamptons in Raleigh, Heritage in Wake Forest, Weycroft and Highcroft in Cary, Avalon Springs in Fuquay-Varina and starting this fall, in Wendell Falls in Wendell.

For more information on Homes by Dickerson, call **919-847-4447** or visit www.homesbydickerson.com.

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About Homes by Dickerson

Homes by Dickerson has provided the highest standard in custom built homes and communities throughout the Triangle since 1975. The company offers homes with custom features, quality craftsmanship and the long term financial security of a well-built home in a number of prestigious Triangle communities including Falls Pointe, George's Grant and The Hamptons in Raleigh, Heritage in Wake Forest and Weycroft and Highcroft Village in Cary. In the fall, the company will also offer homes in the Wendell Falls community in Wendell. Although primarily recognized for its executive-priced homes, the company also offers quality custom-built homes starting in the low \$200s in the Avalon Springs community in Fuquay-Varina. For more information contact Homes by Dickerson at **919-847-4447** or visit www.homesbydickerson.com.