



For Immediate Release

March 7, 2005

Village of Kettle Valley Voted Best Community in Canada

Kelowna community wins national CHBA SAM Award

At a black-tie event in St. John's on Saturday night, the Village of Kettle Valley (www.kettlevalley.com) in Kelowna, B.C. was officially pronounced Best Community Development in Canada. The Neotraditional community, located on a hillside overlooking the famous Lake Okanagan, fought off fierce competition from developers across the nation to pick up the prestigious Canadian Home Builders' Association (CHBA) SAM award.

The CHBA National SAM Awards is an annual event that recognizes excellence in the Canadian housing industry. A panel of independent judges selected by the CHBA from the construction industry determined that the Village of Kettle Valley was the best community development in Canada in terms of vision, architectural features, environmental considerations, recreation, safety and other quality of life features.

"This is a great honour and we couldn't be more be more thrilled, not only for Kettle Valley Development but also for our residents, who have been so supportive over the years," said Mark Flett, Marketing and Communications Manager.

Flett, who is also responsible for organizing the community's year long calendar of events and social activities, is in no doubt as to why families come from across North America and Europe to settle in the community:

"People want to live in the Village of Kettle Valley because it offers them a quality of life that is difficult to achieve elsewhere. People are always telling us how much they love the colourful architecture, the parks, the hillside setting with a lake view, the safe streets and most of all the feeling of connectivity within the community. This is no accident; it is exactly what we envisioned when we set out to create this Neotraditional community nine years ago", he explained.

-more-

Village of Kettle Valley Voted Best Community in Canada - page 2

Graham Wood, President and General Manager of Kettle Valley Development, attributes the Village of Kettle Valley success to the creation of a lifestyle experience normally only found in resort living:

“For many years I was developing resorts across North America for Intrawest. Resort living is all about the experience. Amenities and facilities are all on one site and people can truly relax and enjoy themselves. It became clear to me that there was an opportunity to transfer many of the qualities of resort living to community living. At the Village of Kettle Valley, I believe that we have successfully managed to create a development where the experience is such that people will want to live here a lifetime,” Wood said.

Commenting on this year’s awards, Mary Lawson, President of the CHBA said: “Winning a SAM Award is a tremendous achievement. The calibre of entries for the 2004 competition was very high,” she added.

About the Village of Kettle Valley

The Village of Kettle Valley is a Neotraditional community, nestled on the hillside of the Upper Mission in Kelowna, British Columbia, overlooking Lake Okanagan. Established in 1996, the community is currently home to 240 families and several businesses including a coffee shop, fitness centre and realtor. When completed, the community will encompass 350 acres of land occupied by 900 single-family homes, 80 townhomes and a potential 25,000 ft² of commercial space. The Village of Kettle Valley has won many awards in the past including a Gold Tommie Award for Best Community in the Thompson Okanagan.

About the Canadian Home Builders’ Association

The Canadian Home Builders' Association (CHBA) is the voice of the residential construction industry in Canada, representing more than 7,000 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. The SAM Awards are annual competitions encompassing all aspects of the home building industry and are open to all new home builder, renovator and developer members of the CHBA. The SAM Awards was created by the CHBA to encourage high calibre building solutions, while recognizing excellence in the Canadian housing industry.

-30-

For additional information, photography or an interview, please contact Mark Flett or Georgina Parton at the Village of Kettle Valley:
Telephone: 250-764-0999
Email: gparton@kettlevalley.com
Web site: www.kettlevalley.com