

**FOR IMMEDIATE RELEASE:**

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**ARTEVA HOMES SWEEPS BIA SALES & MARKETING AWARDS  
WITH INNOVATIVE CLINTON TOWNSHIP COMMUNITY, HILLCREST ON THE PARK**

**Macomb, Michigan – June 23, 2009** – Arteva Homes and Hillcrest on the Park swept the award categories at the Building Industry Association of Southeast Michigan's Sales and Marketing Council's annual banquet, including the highly coveted Community of the Year title. Coming soon after last month's *Parade of Homes* recognition for Floorplan of the Year, the SAM announcements identify Arteva as the 2009 Builder to Watch.

Arteva has a legacy of building exceptional multi-million dollar homes with unmatched innovation and exemplary craftsmanship. With Hillcrest on the Park, Arteva made the same creativity and perfectionism available at a value that's more friendly to the current economic environment. Hillcrest stands out among recent new communities by offering a historic location, luxury amenities and high-level design features at a price accessible to today's discerning buyer.

Hillcrest is located in Clinton Township on the grounds of the former Hillcrest Country Club, adjacent to the beautiful new 30-acre George George Memorial Park, with a pedestrian path to new retail, dining and banking. The stately 2 and 3 bedroom detached condominium homes include details uncommon at this level of value. Options range from distinctive indoor-outdoor living space with two-way fireplace to finished lower levels and extra loft levels.

The *Parade of Homes* Blue Ribbon Award recognized Hillcrest as superior in its class of attached condominium homes, paving the way for Arteva's sweep of the SAM awards. "Our commitment to matching excellence with value is evident in every aspect of Hillcrest's design and marketing," says Vito Terracciano, Arteva Homes principal. "When your goal is to create a home that suits the real needs of today's consumer in a way that pleases both their wallet and their aspirations, your product will prove itself over time, and that's why we're pleased to have our achievement so warmly endorsed by the BIA."



The SAM awards also singled out Arteva's innovative marketing techniques. Communication Associates of Troy was engaged to design a comprehensive publicity program. "In a challenge economic climate such as this one, it takes true originality to attract consumers," says Doug Warner of Communication Associates. "The Hillcrest grand opening event brought thousands of interested guests to tour the models, an unusual turnout which pays credit to quality of Arteva's product as well as to the effectiveness of the multi-faceted advertising campaign which was implemented."

Opportunities remain available for astute homebuyers who are interested in the custom possibilities at Hillcrest on the Park. Stop by to see the award-winning community for yourself, located on Moravian Drive in Clinton Township. Visit the Sales Center, open from noon to 5 pm, closed Thursdays. For more information visit [www.arteva.com](http://www.arteva.com) or call 586-203-8411.

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