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***HOMEBUILDING GIANT STANDARD PACIFIC HOMES TABS
MASTERPIECE INTERIORS FOR MODEL MERCHANDISING
AT THREE NEW CENTRAL FLORIDA COMMUNITIES***

WINTER PARK, FL – *Masterpiece Interiors*, a multi-dimensioned design firm based in Winter Park that has provided professional services for some of the building industry's biggest names, has been selected by national homebuilding giant *Standard Pacific Homes* for the model merchandising at three Central Florida communities, including *The Reserve at Minneola* in Lake County which will get underway shortly.

Masterpiece Interiors is designing a total of 10 different models for the Irvine, CA-based homebuilding company currently ranked as the nation's 11th largest builder, including four models at the new Minneola community that are expected to be completed this summer, says Masterpiece Chief Operating Officer *Christy Scanlon*.

In addition to The Reserve at Minneola, the 10-year-old, award-winning firm is handling the interior design work at two other Standard Pacific Homes' communities – the third phase of *Eagle Lake*, a planned 392-home development off Pleasant Hill Road in Kissimmee, and *Foxchase*, a new 162-home community in Clermont just south S.R. 50 on U.S. 27 that opened in March.

Standard Pacific Homes, which has built and delivered more than 101,000 homes coast to coast since 1965, is currently building in Orange, Lake and Osceola counties with residential developments in Kissimmee, Clermont, Mount Dora and now Minneola.

Julie Alexander, Vice President of Sales & Marketing for Standard Pacific Homes, says Masterpiece Interiors was selected because of its “award-winning history and expertise in understanding the marketing and merchandising of new homes that create dramatic and appealing interior designs that excite today's home buyers.”

Two of those Masterpiece designs that Standard Pacific Homes expects to “create excitement” are the *Havencrest*, a 4-bedroom, 3-bath residence featuring 2,400 square feet of living area, and the *Catarina*, a 3-bedroom, 2-bath that are on display at both its Eagle Lake and Foxchase communities. The Havencrest was the company's entry in this year's Lake County and Parade of Homes, while the Catarina was the company's representative in the recent Metro Orlando Parade of Homes.

Despite a slowdown that has affected nearly every sector of the housing market, demand for Masterpiece Interiors' broad scope services has never been higher. Scanlon says all three of the company's divisions – *Model, Resort* and *Residential* – have been extremely busy the past 12 months, but it's been the Model Division that has been operating at full throttle since January. Since then, the company has either completed or started key model merchandising projects for a number of builders, including *Engle Homes, Neal Communities, Lennar Homes, Park Square Homes, Ryland Homes, Imperial Homes, Mobley Homes* and *Royal Custom Homes*.

“We're delighted to continue our working relationship with one of the country's largest and respected homebuilders and have an opportunity to play an important role in their sales success,” says Scanlon.