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PULTEGROUP NAMES DONER AS
MEDIA AGENCY OF RECORD

(Southfield, Mich.) – Bloomfield Hills-based PulteGroup Inc., (NYSE: PHM), the leading home builder in the country, has selected Doner as media agency of record, following a review. Doner will provide full-scale media planning and broadcast buying programs for the entire brand portfolio including Pulte Homes, Centex and Del Webb. Media duties were previously handled directly or through various local agencies, according to PulteGroup.

“We admire PulteGroup as America’s most recognized home builder and feel honored to be working with such a well known Michigan-based company,” said Greg Clausen, Executive VP, Chief Media Officer, Doner. “Our strengths in media planning and buying, particularly at the local market level, make this an ideal partnership.”

“Doner’s expertise in planning and activating media at the local level makes them a great partner to help us efficiently connect with our target audiences in a variety of media including many not traditionally leveraged by the homebuilding industry. Together, we expect this collaboration to propel our brand to the next level,” said Jim Van Kirk, VP, Marketing Communications, PulteGroup.

About PulteGroup

PulteGroup, Inc. (NYSE: PHM) based in Bloomfield Hills, Mich., is America's premier home building company with operations in 60 markets located throughout 28 states. The Company has an unmatched capacity to meet the needs of multiple buyer segments through its brand portfolio that includes Pulte Homes, Centex and Del Webb. As the most awarded homebuilder in customer satisfaction, the brands of PulteGroup have consistently ranked among the nation's top homebuilders as surveyed by third-party, independent national customer satisfaction studies. For more information about PulteGroup, Inc. and PulteGroup brands, see www.pultegroup.com; www.pulte.com; www.centex.com; www.delwebb.com.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.