



Local contact for more information:
Charlie MacAdams, CKS Properties, LLC
856-779-0988
charles.macadams@homevestors.com

National contact for more information:
Cary Brazeman, HomeVestors of America
310-205-3590
cary@thecorporatetorteller.com

FOR IMMEDIATE RELEASE
February 22, 2010

Proud to Be Ugly!
“Ugliest House in the Delaware Valley” Contest Now Under Way
– Call for Entries Open to Real Estate Investors Who Buy Ugly Houses –

Philadelphia, PA (February 22, 2010) — HomeVestors® of America, Inc., known as the “We Buy Ugly Houses®” company, is calling for entries in the 2010 “Ugliest House in the Delaware Valley” contest. All real estate investors in the Philadelphia area are invited to nominate the ugliest houses they bought at any point between March 1, 2009 and February 28, 2010.

The deadline for submissions is March 26, 2010. Voting will take place April 5 to May 14. Visit www.TheUgliestHouse.com for more information.

HomeVestors is known for buying ugly homes, and homes from people in ugly situations, and rehabbing them. Many of the rehabbed homes are sold on the retail market; others are maintained as rental properties.

“To most people ugly is bad, but to us ugly can be tomorrow’s beautiful,” said David Hicks, co-president of HomeVestors of America. “Beautiful homes easily attract attention. This contest celebrates the ugly ones — the ones that may be homely now but will become the belle of the block after they’ve had a makeover.”

Rules of the “Ugliest House in the Delaware Valley” contest:

- Any investor can enter ugly houses he/she owns/owned in the area.
- An ugly house cannot be entered if the original occupant still lives there; the original occupant must have vacated.
- The ugly house already may have been rehabbed; that’s okay, as long it was ugly at some point between March 1, 2009 and February 28, 2010.
- Houses must have been investor-owned at the time they were ugly.
- There is no limit to the number of ugly houses that can be entered by each investor.

To submit a house in the contest, email ugliesthouse@homevestors.com by March 26, 2010:

- A detailed description of the ugly house.
- Photos of the nominated houses of what makes each house ugly.
- One-minute videos also may be submitted by first uploading each video to YouTube and then providing a link as part of the submission.
- The name, email address and phone number of the investor submitting the contest entry.

Dallas-based HomeVestors of America, Inc., is the #1 buyer of houses in the U.S. Most commonly known as the “We Buy Ugly Houses” company, HomeVestors strives to make a positive impact in the community. Each HomeVestors franchise is independently owned and operated. For more information or to vote in the contest after April 5, visit www.HomeVestors.com.