



PRESS RELEASE

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Homebuilder D.R. Horton discovers new revenue opportunities by outsourcing communications strategy to Pin Oak Group

Feasibility study points to higher profit margins for nations largest homebuilder

CENTREVILLE, VA - July 16, 2002 – Pin Oak Group LLC, the first independent communications consulting firm representing the housing industry, announced today the successful completion of a project with the Virginia office of D.R. Horton, Inc. (NYSE: DHI). The multi-phased project determined that D.R. Horton could create new revenue without additional expense by negotiating compensation from the local incumbent communications franchisee for exclusive marketing rights to residents of D.R. Horton's new Woodbridge, VA town home community, Markham's Grant.

Pin Oak Group first assessed the feasibility for D.R. Horton to build and maintain their own system to provide TV and broadband Internet access to the new community's residents. The second phase of the project assessed the local communications franchisee's potential to build and maintain such system. The study determined D.R. Horton could achieve more revenue by negotiating a contract with the communications franchisee. The final phase involved Pin Oak Group negotiating the agreement with the communications franchisee to compensate D.R. Horton for exclusive marketing rights to community residents.

"As a building industry veteran of 20 years, I had never received any monies from any provider that offered TV or Internet access to my homebuyers," explains Frank Lackman, Vice President of Sales and Marketing, D.R. Horton Virginia. "It was the Pin Oak Group Feasibility Study and their consulting advice that gave us the ability to make a decision that would enhance our bottom line profits. Best of all, Pin Oak offered their services with no out-of-pocket expense to us. So they received compensation only after they made a profit for us."

"D.R. Horton faces a challenge many of our clients have," describes Sonny Esposito, President of Pin Oak Group. "Due to the success of The Telecommunications Act of 1996, homebuilders, developers, property managers, financiers and others face a complex task of selecting the optimum communications environment for their residents. Communications provider's technology, rates, service levels and other factors are constantly changing. Staying on top of this industry is a full-time job. That's why Pin Oak Group offers such great value to clients like D.R. Horton, because we focus on the communications industry so our clients can focus on their core business."

About Pin Oak Group

Pin Oak Group LLC is the first independent consulting firm to objectively represent clients' entire communication interests regarding multi-dwelling units and single-family communities. With no out-of-pocket expense to clients, the company's mission is to maximize revenue for owners, developers and managers of apartments, condos, town homes and single-family communities by optimizing the communications environment. Pin Oak Group provides unbiased Feasibility Studies, Project Management and Contract Negotiation for client's telephone, TV and broadband Internet needs. The company is an active member of NAHB, PMA and CAI. Established in 1996, Pin Oak Group is located in Centreville, VA and on the web at www.PinOakGroup.com.