

# TRADITIONS OF AMERICA ANNOUNCES CUSTOMER-CENTRIC PROMOTIONS

(TWO AREA RESIDENTS TAPPED TO LEAD OPERATIONS)

**Radnor, PA** – February 16, 2009 – Though warm weather seems far away, one locally-based homebuilder is already taking steps to spur on the spring real estate market. Traditions of America, the region’s leading builder of 55+ Lifestyle Communities, announces today two key internal promotions aimed at making the company even more customer-focused, while building on industry-leading sales levels. Nathan Jameson and David Biddison have taken on new roles within the company, in a move designed to place management closer to day-to-day interaction with the builder’s clients.

Jameson will now serve as Director of Operations for Eastern and Western Pennsylvania. Biddison will hold the Director of Operations role for Central Pennsylvania. Each is a Traditions of America veteran, with experience in the company’s various financial and legal operations, as well as within the sister company, Traditions Capital. In their new roles, Biddison and Jameson will take the lead in field operations for the company. In addition to being responsible for day-to-day operations of the company’s communities within their respect geographies, the pair is also charged with the planning and pursuit of future developments.

“We couldn’t be more pleased to have Nathan and David in these roles,” Traditions of America Principal, Timothy McCarthy, reports. “This move is an integral part of our plan for growth.” The change is also intended to make a company already known for its strong customer focus even more responsive. “By placing this layer of management closer to the interaction with our customers, we expect to be able to react to our customers even more quickly than in the past,” McCarthy adds. Jameson and Biddison have already begun some key initiatives directed at addressing consumer confidence issues, which the company plans to announce in the coming weeks.

Both men reside in Wayne, PA, increasing the growing company’s ties to the region.

Biddison and Jameson can be reached at the company’s Radnor, Pennsylvania headquarters.

More information regarding Traditions of America can be found at [www.TraditionsofAmerica.com](http://www.TraditionsofAmerica.com).