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LIVING THE GOOD LIFE

(BETHLEHEM COMMUNITY NAMED TO '100 BEST' LIST OF MASTER PLANNED COMMUNITIES)

Bethlehem, PA – October 12, 2009 – Residents of a Bethlehem, PA community share a secret. The homeowners at Traditions of America at Hanover have discovered the benefits of living in a 55+ active lifestyle community. While similar developments abound - comprising the fastest growing segment of the American housing market - Hanover homeowners have held that their new home is a step above any other. Unfortunately, their secret is out. With the arrival of national acclaim comes exposure.

Named among the 100 Best Master Planned Communities in the U.S., Hanover's reputation now extends far beyond its own confines. The rigorous qualification program and award is sponsored by *Where to Retire* magazine, the foremost authority on housing and lifestyle for those 55 and better. Traditions of America representatives are no strangers to praise. "Buyers at each of our communities frequently express appreciation for their new homes and the lifestyle that comes with them," beams Executive Vice President of Sales and Marketing, Sue Camara. "However, to be identified as among the very best communities in the entire nation is an all-time high for Traditions of America," she adds.

Camara acknowledges that word has spread about this Shangri-la. Prospective new homeowners have already begun to storm the community's sales center, looking to learn what sets it apart. The differences are immediately evident. More than a dozen varied floorplans are offered, with each providing for maintenance-free living. All offer a luxurious first floor master suite, with at least one additional bedroom and bath on the first floor, as well as an option for a second floor. Exclusive decorator touches are common, but what is within each home only serves as part of the story.

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“Traditions of America homeowners are really living the good life, 365 days a year,” states Michele DiQuatro, Lifestyle Director at the Hanover community. In addition to award-winning models from which to choose, the amenities package is exhaustive. A 10,000 square foot clubhouse offers residents attractive extras such as a heated pool, fitness center, tennis court, media room, whirlpool, bocce, putting green, and more. Coordinated activities combine with simple gatherings and great friends. “Our homeowners tell me, ‘it’s like living at a resort, full time’ – which may explain why we were identified among the very best in the country,” adds DiQuatro.

Additional information is available at www.TraditionsofAmerica.com. For those who wish to gain a more hands-on answer as to why Traditions of America at Hanover was chosen as among the ‘100 Best’, the community’s information center is open daily, 10am – 6pm.

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Traditions of America is based in Radnor, Pennsylvania. It has a successful 20-year track record of developing award winning Lifestyle Communities and building the finest maintenance free homes for people age 55 and better. Nationally recognized as a leader in this growing industry, the firm has built communities in Pennsylvania, New Jersey, and Delaware. Traditions of America is currently selling homes in five Pennsylvania communities – Liberty Hill (State College area), Hanover (Lehigh Valley), Silver Spring (Harrisburg Area), Mount Joy (Lancaster area) and Liberty Hills (Pittsburgh area).

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