

Green Builder® Media Debuts VISION House Orlando Project Two Stunning Sustainable Homes to be Unveiled at the International Builders Show

Cincinnati, OH January 5, 2011 - Green Builder® Media, the leading media company in North America focused on responsible growth, along with builder Southern Traditions Development, architects Ed Binkley and Ray Rocha, and designer Pat Gaylor, will debut the VISION HouseTM and ReVISION HouseTM Orlando at the International Builders Show on January 12-15.

Green Builder Media's VISION House Series—demonstration homes built around the country—explores a gamut of green building and sustainable living options that are appropriate in today's economy for the average American family.

"Because the recession has been so prolonged and severe, consumers have been forced to take stock of their lives," says Sara Gutterman, CEO at Green Builder Media. "They're now looking for personalization, quality, and service rather than biggest, fastest, and cheapest. The VISION House Series provides real, environmentally appropriate, cost effective solutions that help building professionals and homeowners alike understand what it means to design, build, retrofit, and live in a green home."

In the VISION House Orlando, a newly constructed colorful 'urban farmhouse' (term coined by architect Ed Binkley), and ReVISION House Orlando, an elegant Napa-style high-performance retrofit, Green Builder Media has blended advanced green technologies with sophisticated sustainable design to create two homes that are truly exemplary.

Located in the quaint community of College Park, the VISION House and ReVISION House projects respond contextually to their surroundings, bolstering the community's value and sustainability. College Park epitomizes a trend in the housing market toward smaller, walkable neighborhoods.

Green Builder Media will offer tours of the VISION House and ReVISION House Orlando projects during the International Builders Show. Transportation will be provided from the Orange County Convention Center on January 12-14 from 10:00 AM through 4:00 PM, and on January 15 from 10:00 AM through 1:00 PM.

For addresses, directions, and information about visiting the VISION House and ReVISION House Orlando projects, visit Green Builder Media's booth at W4671 or contact Heather Wallace at heather@greenbuildermag.com.

For more information about the VISION House Series including information about builder Southern Traditions Development, architects Ed Binkley and Ray Rocha, and interior designer Pat Gaylor, visit http://www.greenbuildermag.com/VISION-HOUSE.aspx.

About Green Builder Media

Green Builder® Media, LLC is the leading media company in North America focused on responsible growth. With a comprehensive suite of print and online media, mobile and digital solutions, demonstration homes, case studies, training and education vehicles, and live events, Green Builder Media assists building professionals thrive in the emerging green economy. For more information, visit www.greenbuildermag.com.

About Southern Traditions Development, Inc

Southern Traditions is an Orlando-based development company specializing in building value custom homes and commercial structures. Founded in 2003 by contractor Jon Pleveich and design specialist Kim Foy, the company combines an appreciation of fine architecture and a love of city living to create beautiful, original households. Southern Traditions has built over 80,000 sq ft of custom built homes, ranging from the luxury CityScape collection of prebuilt customhouses, to one-of-a-kind homes in all price ranges and sizes. Southern Traditions is now introducing its new series of Green for Life Custom homes featuring the latest in green building technology and energy efficient features. For additional information visit: www.southerntraditionsfl.com.

About Ed Binkley

Ed Binkley, AIA, has been instrumental in responsive housing design since 1985 with a focus on an affordable, green, systems approach to housing highlighted through his development of "the shelter series", a collection of small rapidly built homes. Ed's experience includes national and international green housing projects and the design of demonstration homes highlighting sustainable design principals. Ed is a frequent speaker at symposiums nationally, contributing editor to publications and has been featured on HGTV and radio programs presenting his green building philosophies. For more information, visit www.edbinkleydesign.com.

About Ray Rocha

As Principal of Catalyst Design, LLC, Raymond A. Rocha has provided award winning architectural design services for the past twenty-five years. Catalyst Design prides itself on customer first, cost conscious and architecturally authentic design. The Company specializes in new luxury custom home design as well as complete home renovations.

About Pat Gaylor

Designing sustainable and stylish homes has been Pat Gaylor's passion for over 25 years. Patricia's projects have been featured in many major publications, including Traditional Home and Better Homes and Gardens. Pat was handpicked two years in a row by renowned architect and best-selling author Sarah Susanka for the 'Not So Big'® and the 'Home by Design' show houses. For more information, visit www.patriciagaylor.com.