

NAHB Names Athertyn at Haverford Reserve a 2009 Silver Award Winner

Pohlig's premier lifestyle community earns recognition in two "Best of the Best" categories.

Haverford, PA -- May 5, 2009 - Athertyn at Haverford Reserve, the Main Line's premier 55+ lifestyle community, has been named a 2009 Silver award winner in the "Best Active Adult Community On the Boards" category and a Silver award winner in the "Best Clubhouse at an Active Adult Community On the Boards" category by the National Association of Home Builders (NAHB). The awards were presented at the NAHB Best of 50+ Housing Awards Gala, held April 28 at the Philadelphia Marriott Downtown.

The NAHB awards, widely considered the industry's most prestigious prize, reward excellence in innovation, design, and quality of craftsmanship for active adult communities throughout the country. The "On the Boards" category designation is reserved for projects currently in the design or construction process. Athertyn, with its first deliveries on track for summer 2009, was selected by a panel of NAHB judges from a field of nearly 200 entries from across the nation.

Built by the Pohlig organization, Athertyn will offer its residents maintenance-free living and abundant lifestyle amenities including a clubhouse with fitness center, pool, and tennis court, plus miles of nature trails surrounded by more than 120 acres of preserved open space and 45 acres of township



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Leading 55+ consultant Barbara Kleger, who worked closely with Pohlig throughout the research and planning stages for the innovative Athertyn project, was named a 2009 ICON of the

Industry for her extraordinary contributions to the 50+ housing industry. The 2009 ICONs of the Industry were honored in a special presentation at the NAHB gala.

"We are extremely proud of the work we've done at Athertyn, and we are very honored to have been named a Silver Award winner," said Todd Pohlig, a principal of the Pohlig organization. "We also congratulate Barbara Kleger on

winning the ICON of the Industry award. Barbara has such a remarkable understanding of the active adult market, and her expertise was invaluable in helping us shape Athertyn to suit the wishes and needs of our buyers."

Athertyn's upscale condominium residences feature traditional Main Line architecture with steel and concrete construction in a gorgeous parkside setting. Site plans, community information, and a fully decorated model of the Furness floor plan are on display at the Athertyn Information & Design Center, open daily from 11 am - 5 pm or by appointment at 934 W. Lancaster Avenue in Bryn Mawr. For more information, please call 610-525-5110 or visit www.athertyn.com.

About Pohlig

After 30 years of building the finest custom homes on the Main Line, Pohlig has become synonymous with personalization. Nationally recognized for their superior craftsmanship and attention to detail, the company was named "America's Best Custom Home Builder" and has been the recipient of numerous other industry, civic, and business honors. With Athertyn at Haverford Reserve, the Main Line's premier 55+ lifestyle community, Todd and Don Pohlig bring the elegance of Main Line architecture and culture to condominium living.