

FOR IMMEDIATE RELEASE:

WINDSTAR HOMES' WEBSITE IS NAMED A "2008 ADDY AWARD WINNER" BY THE TAMPA BAY ADVERTISING FEDERATION.

February 11, 2008 (Tampa, FL.) – Fourth Door Creative Group of Tampa, Florida has been named a "2008 ADDY Award Winner" by the Tampa Bay Advertising Federation for its design and development of the spectacular new Website for **Windstar Homes**.

The Annual ADDY Awards Gala was held Saturday night at the Cuban Club in Ybor City under a crescent moon, a perfect venue for announcing the best advertising produced in 2007. Entries in the local competition, sponsored by the Tampa Bay Advertising Federation, have grown every year since 2002, and this year more than one hundred companies submitted 850 pieces of work.

More than 325 Tampa Bay Advertising Federation members and guests enjoyed paella and waited expectantly as the winners were announced. The winners had to compete against others throughout the American Advertising Federation's Fourth District, which includes Florida and the Caribbean. District Winners such as Fourth Door Creative Group's **Windstar Homes Website** www.windstarhomes.com will proceed to the national competition in June. The ADDY Awards is the largest and most representative creative advertising competition in the country. In an already competitive business, the prestige of being an ADDY Award Winner makes the awards the most important program conducted by the American Advertising Federation nationally.

During the summer of 2007, Windstar Homes retained the services of Fourth Door Creative Group in an effort to create a one-of-a-kind website that truly exemplified the homes that Windstar designs and builds. The principals of Windstar Homes, Bobby Gross and David Lesser wanted to raise the bar from a "Corporate Branding" standpoint, with a website that captured the true essence of the Windstar Experience. According to co-owner David Lesser, "The website is a true cavalcade of imagery and serves a plethora of different types of visitors in a very unique and organized fashion. For visitors that just want to view the many fabulous pictures of our homes; to visitors that just want to read all of the text and company information the site has to offer; to the visitors that want a little bit of both, the site is extremely navigable and user-friendly while offering very visually stimulating experiences for all that visit."

Founded in 1996, Windstar Homes provides a wide range of services that include New Home Design; Landscaping & Hardscaping Design; Swimming Pool Design; Interior Design; complete Construction Services; as well as the full range of Interior Decorating Services including Furniture and Window Treatment Design and Procurement.

You can visit the ADDY Award winning website @ www.windstarhomes.com