



NEWS RELEASE

FOR IMMEDIATE RELEASE

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HOT NEW DVD SET FOR RELEASE TODAY DESTINED TO BE BIG HIT ON THE HOME FRONT

La Jolla Pacific, Ltd.'s 'Homeowner Resource Guide' Uses Convenience of Movie-watching to Demonstrate Proper Care & Feeding of a New Home

SAN FRANCISCO — May 31, 2005 — It may not merit Academy Award® consideration, but the DVD to be released along with other films today is destined to be a big hit among purchasers of new homes: It's the Homeowner Resource Guide, produced by La Jolla Pacific, Ltd., and soon to be distributed through local homebuilders for their customers.

Don't look for splashy special effects or big-time actors like Brad or Angelina. Rather, the house is the star and the plot is designed to show homeowners the proper operation, care and maintenance of everything from appliances to yard drainage.

The first of its kind available on DVD, the guide was developed by La Jolla Pacific for its homebuilder clients. The firm provides third-party peer review and construction quality services that include preparation of homeowners manuals and believed that the movie-like format would make users more likely to follow the recommended maintenance procedures.

La Jolla Pacific and its builder clients anticipate that showing homeowners how to properly care for the systems within their homes will cut down on customer-service calls and curtail many of the complaints that can lead to subsequent litigation.

The resource guide is designed as a more-compact companion piece to the typical bulky homeowner manual that often finds its way to the back of the closet. With the visual, three-dimensional presentation, viewers will observe proper upkeep and maintenance techniques, and see what conditions they can expect in their homes.

“We believe this DVD is a more effective means to convey information that is normally buried deep within the typical homeowner manual that runs several hundred pages,” says Don Neff, president of La Jolla Pacific. “No amount of text and static photos or drawings can accomplish what live action can.”

Also, the handy size of the DVD should make it easier to store and retrieve for reference. The guide is compliant with California’s landmark SB 800 “right-to-repair” law (which allows builders the right to fix any problems before a homeowner can sue) and similar laws that have been passed in 23 other states.

Beginning with a general overview, the DVD contains various monthly and seasonal checklists, where homeowners will find friendly reminders to check their smoke detectors, change their furnace filters, and the like. Additional sections are devoted to “Inside Home Care,” with features on Appliances, Doors/Windows, Finishes, Flooring/Stains, HVAC/Plumbing/Electrical Systems. “Outside Home Care” covers Drainage, Landscaping, Roof Systems, Walls & Fences.

Builders have the option to customize the main menus with their company logo and that of the appropriate community.

Having already received hundreds of pre-orders for the DVD from some of the country’s most prominent builders, shipments are expected by mid-summer.

So be sure to check out the hottest DVD release on Tuesday, May 31: The Homeowner Resource Guide! For more information, contact Cassie Cherry at La Jolla Pacific, Ltd., (800) 645-8955, or visit www.lajollapacificltd.com.

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