

**CONTACT: Edward R. Crews
Crews Communications
(804) 754-1225**

GUMENICK PROPERTIES WINS EIGHT AWARDS IN MAME CONTEST

Honors Recognize Company's Achievements In Sales, Marketing, Advertising

HENRICO COUNTY, VA. – Gumenick Properties won eight honors in the 2010 MAME competition, which recognizes excellence in new home sales and marketing in Central Virginia.

In addition, Karen M. Hofheimer, sales manager at the company's Grayson Hill community, won a Silver Sales Volume Excellence Award.

Specific awards given to Gumenick Properties were:

- Grayson Hill, Community of the Year-- development with 126 or more homes
- Grayson Hill, Best Marketed Community -- development with 126 or more homes
- Grayson Hill, Best Advertising Campaign
- Grayson Hill, Best Special Promotion
- Grayson Hill, Best Direct Marketing – targeted to consumers
- Grayson Hill, Best Print Advertisement – magazine, half page or under
- Grayson Hill, Best Electronic Media – best website by community/developer
- Monument Square, Best Merchandising of a Model – under \$350,000.

The Sales and Marketing Council of the Home Building Association of Richmond sponsors the annual MAME Awards. Award recipients include area builders, advertising agencies, graphic artists, interior designers, landscapers, sales professionals and sign and display designer/fabricators.

Members of Gumenick Properties' marketing team include: Ollin Toler, of Gumenick Properties; Sherrie Becker and Justin Cailliot of Becker Cailliot Advertising; Mary Garner-Mitchell of Garner-Mitchell Illustration/Design; and Edward R. Crews of Crews Communications Public Relations.

Based in Henrico, Gumenick Properties is an award-winning real estate development and management company with operations throughout the Southeast. Founded in the late 1940s, the company now engages in two primary lines of business – apartment community operations and homebuilding.

The company currently owns and operates apartment communities in Florida, North Carolina and Virginia. Gumenick Properties also is engaged in homebuilding activities in Central Virginia. Over the years, it has acquired extensive experience in neighborhood revitalization. These projects meet many needs, including assisting to curb suburban sprawl, enhancing local tax bases and meeting long-term community goals set by elected leaders and professional planners. The company's revitalization work always has been undertaken with respect for local sensitivities and needs. As a result, Gumenick Properties' revitalization projects have garnered praise and ready acceptance from customers, civic leaders and neighbors.