



Sundays 8/7c on ABC

FOR IMMEDIATE RELEASE

CONTACT:

Taylor G. Abbett

412-281-1442

taylor@tailoredmarketing.com

**MONTGOMERY & RUST INC. JOINS ABC'S
"EXTREME MAKEOVER: HOME EDITION"**

Montgomery & Rust calls for volunteers for its Families Helping Families home

Pittsburgh, PA (October 6, 2008) – Montgomery & Rust Inc. announced today that they will be joining ABC's Extreme Makeover: Home Edition for an upcoming build later this month.

Montgomery & Rust was chosen by this popular television program to oversee and implement an intense one-week building of a new home that will change the life of a deserving Pittsburgh family. While the name of the family and the location of the home site can not be released until October 17th, one of five deserving families in our community has been selected as the recipient for a new home, a life changing gift.

Montgomery & Rust Inc. is a family owned business that has focused on the design and construction of residential homes, typically in communities that function as an integrated whole. Their communities have a unifying theme that distinguishes them from the multi-builder communities that are typical in the Greater Pittsburgh marketplace.

Montgomery & Rust is requesting volunteers from the community to provide their time, support and resources to help ensure the success of this life-altering project. Interested individuals or companies can find more information on how to volunteer time and resources at www.extreme.montgomeryrust.com.

"Being selected for this project is a true honor and a testament to the company that was built by the founders – Donald Montgomery and Murray Rust. We are very excited to be participating with them so our family can give back to the community," stated Mark Rust, a Principal with Montgomery & Rust. "This is the first time that the Pittsburgh area has been chosen for the ABC show. With all of the great community activities surrounding Pittsburgh's 250th birthday,

we think this is another way to showcase our commitment to the region's history of giving back to the community. The challenge of building a new home in one week is something we have never done before but one we look forward to taking on. Over the past 36 years, the Pittsburgh community has been very good to our firm and we eagerly anticipate helping out a local family in need.”

About EMHE

“Extreme Makeover: Home Edition,” which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is entering its 6th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Conrad Rickettes is the executive producer; and David Goldberg is the president of Endemol USA.

About Montgomery & Rust Inc.

Since 1972, Montgomery & Rust has been designing, building and marketing single family detached homes and townhomes in the greater metropolitan Pittsburgh area. The Montgomery & Rust team performs architecture, project management, construction supervision, customer selection assistance, service management, and office support. They, together with an equally experienced team of construction tradesmen, are focused on creating a community and a home that exceeds the client's expectations.

The firm and its Founders have received numerous awards including: The 50th Anniversary Urban Redevelopment Authority of Pittsburgh's Housing Development Award, Pennsylvania Builders Association Builder of the Year Award, Builders Association of Metropolitan Pittsburgh (BAMP) Builder of the Year Award, three different BAMP Housing Excellence Awards and the 2005 Silver Award of Energy Value presented by NAHB Research Center.