

**For Immediate Release**  
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**WILLIAM LYON'S 72 HOUR SALE, THIS WEEKEND ONLY**  
*HOMEBUILDER AIMS TO SELL 30 HOMES IN 3 DAYS*

*Sacramento, CA*— This is the weekend homebuyers have been waiting for—William Lyon Homes' 72 Hour blowout sales event. This Friday, Saturday and Sunday only, homebuyers will find incredible savings on 30 fantastic new homes set to close by year-end. This is the last weekend to take advantage of the long list of unheard of incentives offered under William Lyon's [whatmorecouldyoupossiblywant.com](http://whatmorecouldyoupossiblywant.com) promotion, in addition to huge incentives on select homes.

Homeshoppers should stop by a William Lyon community on Saturday for a live radio broadcast remote, giveaways and home tours. 100.5 FM The Zone will broadcast from Plaza Walk in Laguna from 10 a.m. to 12 p.m.; 93.7 FM Jack at Verona in Rancho Cordova from 12 p.m. to 2 p.m.; and 96.9 FM The Mix at Twin Oaks in Rocklin from 2 p.m. to 4 p.m.

“This summer we asked homebuyers what they wanted in a new home, and they answered with overwhelming response. We had such a great summer in home sales that we want to kick off the fall season with a bang,” said Dave McKown, Director of Sales and Marketing. “Not only are we offering new homebuyers the same amazing incentives people have taken advantage of all summer, but we've added special incentives and pricing for this weekend only, for a deal that's unlike any other in the Sacramento region.”

The 72 Hour blowout sales event includes William Lyon's six Sacramento area neighborhoods in Rocklin, Fair Oaks, Elk Grove, and Rancho Cordova. With homes ranging from 1,163 to 3,388 square feet, homeshoppers will find floor plans suited to meet a wide range of size and design preferences.

Marquee in Fair Oaks showcases three distinct two-story home styles that range from 1,566 to 2,250 square feet—presenting up to four bedrooms, two-and-a-half bathrooms and two-car garages. The Oscar plan, with an open 1,566 square foot floor plan, is a perfect home for entertaining and features three spacious bedrooms. The Emmy plan, with 1,718 square feet and three bedrooms, is designed with an optional second master suite and separate optional loft. The Grammy, at 2,250 square feet and with four bedrooms, offers a discreet side garage and dramatic dining and living room in the front of the home. Prices at Marquee start in the low \$300,000s.

In Elk Grove, William Lyon communities Gallery Walk and Plaza Walk offer plenty of options for homebuyers. Gallery Walk ranges in size from 1,163 to 1,717 square feet and is the perfect spot for young professionals and families. Comprised of four floor plans, homes include handset ceramic tile entries and countertops, oak cabinets, energy-saving features and designer selected lighting fixtures. At Plaza Walk, with three floor plans ranging in size from 1,566 to 2,250 square feet, homebuyers will find interior amenities including marble vanities and relaxing soak tubs, ornate fireplaces and plenty of options to add. Prices at Gallery Walk start in the low \$200,000s, while Plaza Walk starts in the high \$200,000s.

Verona at Anatolia, in Rancho Cordova, has its own unique charm and grace, with homes ranging from 2,189 to 2,811 square feet. With three to four bedrooms, up to two-and-a-half bathrooms and three-car tandem garages, homes include features such as GE® appliances, double ovens, maple cabinetry and ceramic tile entries. Master suites include cultured marble vanities, marble tubs with separate showers and walk-in closets. Residents at Verona will benefit from Anatolia's master-planned amenities. Prices at Verona start in the \$300,000s.

Twin Oaks and Shady Lane are two neighborhoods located in Rocklin's popular Whitney Ranch community—amid 1,200 rolling acres of grasslands in the Sierra foothills. Twin Oaks features three designs ranging from 3,469 to 3,888 square feet and offers four to five bedrooms and up to four-and-a-half bathrooms. The two-story floor plans include an

abundance of well-appointed details, energy-saving features and numerous choices of room options. Pricing starts in the low \$500,000s.

Shady Lane offers three floor plans ranging from 2,183 to 2,399 square feet with three to four bedrooms and up to three-and-a-half bathrooms. Homes feature maple cabinets, handset ceramic tile, cultured marble tubs and shower surrounds. Pricing starts in the \$300,000s.

For sales office hours and locations, please visit [www.lyonhomes.com](http://www.lyonhomes.com) or [www.whatmorecouldyoupossiblywant.com](http://www.whatmorecouldyoupossiblywant.com).

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