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NEWS

FOR RELEASE: Immediate

RE: Toll Brothers' National Winter Sales Events

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TOLL BROTHERS' NATIONAL WINTER SALES EVENT OFFERS INCREDIBLE INCENTIVES, SAVINGS FROM FEBRUARY 20 - 28

Toll Brothers' Luxury Home Communities in Central Florida Will Participate

Toll Brothers, the nation's leading builder of luxury homes, invites you to attend its National Winter Sales Event and learn why this is a fabulous time to buy your dream home. The event, which will be held in all Toll Brothers communities nationwide from February 20 to 28, will be offering unparalleled incentives and savings.

The buyer's market won't last forever, interest rates are still very low, and buyers can take advantage of Toll Brothers Extended Delivery policy, which allows more time to sell a current home and eliminate stress. Long considered one of the building industry's most reliable and financially stable builders, *Fortune* magazine rated Toll Brothers number one in financial soundness, quality of products, long-term investment, and use of corporate assets in its World's Most Admired Companies 2009 report.

During this event only, you can maximize your investment with incredible savings of 50% off options and spectacular LIMITED-TIME incentives that could increase the value of your new dream home at no additional cost! Options vary by community, and some restrictions may apply.

In addition, TBI Mortgage Company, a subsidiary of Toll Brothers, is offering an excellent selection of mortgage programs with fabulous interest rates, including both fixed and adjustable rate mortgages. Those interested can visit TollSalesEvent.com or TBIMortgage.com for more information. They can also call or stop by their community of interest to learn about specific details.

"Those who buy a to-be built home now could be in their homes in time for the new school year," said Ken Thirtyacre, Central Florida Division President. "Add in low interest rates, and you can live a luxurious, dream-home lifestyle for so much less," he added.

Additionally, first-time home buyers who deposit on a Quick Delivery Home by April 30, 2010 and close by June 30, 2010 can still take advantage of an \$8,000 in tax credit*, and

move-up buyers may be eligible for a \$6,500 tax credit*. With the tax credit, the special incentives, and the low mortgage rates that are still available, this sales event offers a rare opportunity to add significant value to a home purchase. In addition to the fabulous packages, as well as the high quality, luxury, and style of a Toll Brothers home, buyers will have the peace of mind that comes with choosing one of the nations most financially sound builders.

“Toll Brothers survived a very challenging time in the home building industry, and we’re still strong. People have faith in our homes and our communities because of our remarkable history, our impeccable reputation, and our staying power which has been proven time and again,” said Thirtyacre. “Anyone considering a dream home purchase should make this a don’t-miss event,” she added.

The event will take place at Toll Brothers communities in Central Florida including [Lake Juliana Estates](#), a gated, lakefront community in Auburndale, priced from the low \$200,000s; [Drayton Woods at Providence](#), a single-family home neighborhood set within a golf and country club community in Davenport, priced from the mid-\$200,000s; [River Oaks at Timber Springs](#), luxurious single-family homes in East Orlando, priced from the mid-\$200,000s; and [Woodland Terrace](#), a luxury townhome community also in Timber Springs priced from the upper \$100,000s.

Sales Centers and designer-decorated model homes are open from 10 a.m. to 8 p.m. Monday and 10 a.m. to 6 p.m. Tuesday through Sunday.

Toll Brothers, Inc. is the nations leading builder of luxury homes, and became a public company in 1986. Its common stock is listed on the New York Stock Exchange under the symbol TOL.

The Company operates its own architectural, engineering, mortgage, title, land development and land sale, golf course development and management, home security, and landscape subsidiaries. The Company also operates its own lumber distribution, and house component assembly and manufacturing operations.

Toll Brothers, a Fortune 1000 company, is honored to have won all three of the industry's highest awards: America's Best Builder, the National Housing Quality Award, and National Builder of the Year. For more information, visit www.TollBrothers.com .

This is not an offering where prohibited by law.

* Restrictions apply: Current homeowners who buy must have lived in current home for five continuous years. First-time buyers and current homeowners must purchase by April 30, 2010 and close by June 30, 2010. Please consult your tax advisor.