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PRESS RELEASE

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Habitat for Humanity partners with fashion industry to build homes with families in need through the Model Home Project.

MANDEVILLE, La. (Sept. 19, 2006) – Twenty-five of the top male models in the fashion industry will work in partnership, Sept. 17 – 24, to build a Habitat for Humanity house with a family who lost everything to Hurricane Katrina.

The Model Home Project is a grassroots effort that was created by top models in the fashion industry to not only impact one family in Louisiana, but also to serve as a catalyst that encourages young people to volunteer and take action to help those in need.

On the heels of Hurricane Katrina's one-year anniversary, the models will arrive in Mandeville, La., with hammers in hand to spend the week building a Habitat home. The models will document their build on film, which they will use as a vehicle to spread their message of hope and service.

"Through the popular media, we hope to reach the thousands of people who follow the fashion industry. We have the unique ability to show the world how much work still remains to be done in these ravaged communities," said Jon Passavant, model and spokesman for the project. "By aligning ourselves with Habitat for Humanity, the Model Home Project hopes to ultimately become the catalyst for a new movement of young people, empowering them to inspire change across the nation with a clear call to action."

"We believe in the vision that the Model Home Project and Habitat for Humanity have created and we are going to use the power of the Internet, communities and viral marketing to spread this vision to the youth across America," said Trey Bowles of Trivate Entertainment. "We believe that this project will empower even more youth to begin to serve in their communities as they have seen through the great role models that have been involved in the Model Home Project."

An estimated 500,000 families were displaced by hurricanes Katrina and Rita, and approximately one-third of those families were low-income. Habitat for Humanity

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International responded immediately to hurricanes Katrina and Rita by launching Operation Home Delivery to help low-income families in the Gulf Coast rebuild their homes and lives. Habitat now has more than 400 houses complete or under construction in the region since the hurricanes and plans to build 1,000 homes by mid 2007.

“Since Hurricanes Katrina and Rita there has been an outpouring of support and we are extremely grateful for all of those who have donated their time and their resources to help families across the Gulf Coast recover” said Chris Clarke, senior vice president of Communications for Habitat for Humanity International. “This is one more example of how people from all walks of life can come together to restore hope and rebuild lives.”

About Habitat for Humanity International

Habitat for Humanity International, based in Americus, Ga., is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since 1976, Habitat has built more than 200,000 houses in nearly 100 countries, providing simple, decent and affordable shelter for more than 1 million people. For more information, visit www.habitat.org.

About The Model Home Project

The Model Home Project is an organized effort within the fashion industry to promote volunteerism among young people. Professional models give their time and resources to service projects, providing positive images of bettering communities and inspiring youth into volunteer service. For more information, visit www.modelhomeproject.com.