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**PLOUGH FOUNDATION COMMITS MORE THAN \$250,000
IN SUPPORT OF FIRST-EVER MEMPHIS HABITAT SUBDIVISION**

Memphis, Tenn. – As Habitat for Humanity works toward breaking ground on its first planned development in 2009, the Plough Foundation has awarded the organization \$263,060 to help offset infrastructure development costs, as well as the construction of a community resource center.

“Homeownership is the American Dream. And Habitat is making that dream a reality for Memphis-area families who otherwise wouldn’t be able to achieve it,” said Plough Foundation executive director Scott McCormick. “This project is going to present a monumental opportunity for many deserving, and often underserved, families.”

Through the development of the 8.6 acre Trinity Park project, Memphis Habitat and its partners are aiming to build a truly holistic model affordable housing community. The neighborhood will include 38 single family residences, all of which will be built to green standards, as certified through the local MLGW EcoBUILD program. Nationally acclaimed architect group Looney Ricks Kiss has designed house plans that blend with and enhance the surrounding community, as well as include sustainable enhancements, such as two bathrooms and fully visitable points of entry. The use of green-building techniques and materials will

ensure the conservation of energy and natural resources, as well as significantly lower utility bills for Habitat's low-income families.

Throughout much of its 25-year history, Memphis Habitat has concentrated on urban in-fill building, relying primarily on donated lots. The construction of Trinity Park, located in the Oakhaven community near Memphis International Airport, comes at a time when the affiliate's growth and efforts to serve more and more families necessitate a move to a larger, more comprehensive approach to building. Trinity Park will be truly "park-like" in its layout, featuring landscaped green space, tree-lined pedestrian walkways and a centrally located resource center/clubhouse. With the recent announcement of the Plough Foundation gift and a previously awarded \$450,000 infrastructure grant from the City of Memphis, Memphis Habitat now finds itself nearly three-quarters of the way to its initial funding goal. Total infrastructure costs will total nearly \$1-million.

"We are thrilled to be beneficiaries of the tremendous philanthropy offered locally by the Plough Foundation," said Memphis Habitat executive director Dwayne Spencer. "Trinity Park is a huge undertaking for us, and it would be impossible to complete without the help of generous, community-minded organizations like Plough. I think they recognized the unique nature of this project and the remarkable impact that we're going to be able to have on not just our families, but also the community as a whole. We are very thankful for, and humbled by, this great investment in our work."

The Plough Foundation funds a diverse group of non-profit organizations that work to address the many pressing social and economic issues facing Memphis and Shelby County. Memphis Habitat's work emphasizes the vast need for simple, decent and affordable housing, as well as sustainable homeownership, to help families mired in a seemingly endless cycle of poverty. By making homeownership possible and requiring families to complete 13 weeks of

intensive financial training, the organization has seen great results. Since overhauling its approach to the education of its families nearly four years ago, Memphis Habitat has witnessed success for 100% of its 65 new families, meaning the affiliate has had zero foreclosures on those loans.

Habitat families are pre-qualified based on their need for housing, ability to pay back a zero-interest loan and willingness to engage in a unique partnership with Habitat for Humanity. While providing simple, decent and affordable housing helps to address a major need for families, Memphis Habitat believes the construction of Trinity Park will help meet another need for new partner families: living in a safe, supportive and sustainable community. The presence of Trinity Park's resource center and clubhouse is one way that Habitat hopes to meet that need. The concept for the center includes the implementation of community-wide after-school and summer activities for young people.

"At the Plough Foundation, we believe that, as Mr. Plough said, the greatest good is done when you help the greatest number of people," said McCormick. "That's why we were particularly impressed with the concept and design of Trinity Park's resource center. We believe that facility has the potential to provide a tremendous number of services for folks throughout the community. In that sense, the impact of this Habitat neighborhood will be far greater than the impact it has on just those 38 new Habitat families."

Memphis Habitat hopes to secure the remainder of the required infrastructure dollars for Trinity Park by February 2009, enabling the organization to break ground in March. The process of fundraising for individual home sponsorships, as well as qualifying new families, is already underway. Habitat hopes to build its first phase of homes in Trinity Park starting in September 2009.

“It’s mind-boggling, but also very heartwarming, when you consider how many people come together to make a project like this possible. We are anxious to welcome our existing partners, as well as many new organizations, into the fold. It’s going to be an incredible project,” Spencer said.

For more information about supporting the infrastructure development of Trinity Park, please contact Julie Romine, director of major gifts and grants, at 901-413-3197 or jromine@memphishabitat.com. Trinity Park home sponsorship information is available through Jeff Capps, director of community relations, at 901-497-7022 or jcapps@memphishabitat.com.

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About Habitat for Humanity of Greater Memphis

Habitat for Humanity is a nonprofit, ecumenical Christian housing ministry dedicated to eliminating poverty housing. Memphis Habitat has built 318 homes since its founding in 1983. Habitat homes are built with volunteer labor and sold to partner families, at no profit and with no interest charged. Partner families make a down payment and invest hundreds of hours of “sweat equity” into the construction of their homes and other Habitat homes. Generous corporations, faith-based organizations, civic groups and individuals support the construction of Habitat homes through the donation of their time and resources. Habitat works to engage a diverse group of people from all walks of life, who believe that simple, decent and affordable housing is a basic human right—one that can be provided for all, as we come together in working toward a common goal. For more information, please visit www.memphishabitat.com.

About Plough Foundation

The Plough Foundation was established in 1960 by Abe Plough to provide a framework for Mr. Plough’s philanthropic vision. Mr. Plough was the founder of Plough, Inc., a Memphis-based health-care products company he started in 1908. In 1971, Plough, Inc. merged with the New Jersey-based Schering Corporation, a world-wide pharmaceutical company, to form the Schering-Plough Corporation. Mr. Plough served as Chairman of the Board until his retirement in 1976. From then until his death in 1984 at the age of 92, Mr. Plough devoted all of his time to the Foundation and to the people of Memphis and Shelby County. Following his death, the bulk of his estate was given to the Foundation, providing the necessary financial resources to carry out his philanthropic vision. The Plough Foundation, a private or independent foundation, promotes philanthropic purposes by making grants. The Plough Foundation is managed by a Board of Trustees which is responsible for the organization’s finances and programs. Administrative work is handled by staff members.